NBC TRADE NEWS

November 3, 1958

BLOCK DRUG COMPANY PLACES $800,000 RENEWAL ORDER
FOR PARTICIPATION CAMPAIGN ON 'JACK PAAR SHOW'

Block Drug Company, Inc., has renewed its extensive participation campaign on the NBC-TV Network's "The Jack Paar Show," effective in January.

The renewal, which amounts to $800,000 in gross billings, was announced today by Jim Hergen, Manager, Participating Program Sales, for NBC. It calls for 103 participations on "The Jack Paar Show" (telecast Monday through Friday, 11:15 p.m.-1 a.m., EST) and was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

With the Block Drug renewal, all the charter sponsors of "The Jack Paar Show" have now renewed their original schedules on the program. The other charter advertisers, whose renewals were announced earlier, are: Bristol-Myers Company, for its Bufferin; General Foods Corporation, for its Postum; Philip Morris, Inc., for Marlboro; and Polaroid Corporation, for its cameras.

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November 3, 1958

SENATOR JOHN F. KENNEDY TO 'MEET THE PRESS'
ON NBC TELEVISION AND RADIO NETWORKS

Senator John F. Kennedy (D.-Mass.) will be the guest on "Meet the Press" Sunday, Nov. 9 (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

His appearance is scheduled five days after Tuesday's elections, results of which will be weighed with the 1960 Presidential election in view. Senator Kennedy is regarded as high on the list for the Democratic Presidential nomination.

The panel will include James Reston of the New York Times, Ernest Lindley of Newsweek, Robert McCormick of NBC News, and a fourth panelist to be announced. Ned Brooks will moderate the program, which will originate in Washington.

"Meet the Press" is a Public Affairs presentation of NBC News.

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NOTE TO EDITORS: The NBC Daily News Report will not be issued tomorrow, Tuesday, Nov. 4 (Election Day). The next mailing will be dated Wednesday, Nov. 5.

GERALD ADLER NAMED MANAGING DIRECTOR OF NBC INTERNATIONAL (GREAT BRITAIN), LTD., AND EUROPEAN DIRECTOR FOR NBC INTERNATIONAL, LTD.

Gerald Adler has been appointed Managing Director of NBC International (Great Britain), Ltd., and European Director for NBC International, Ltd., it was announced by Alfred R. Stern, Chairman of the Board of NBC International, Ltd.

NBC International, Ltd., is a wholly owned NBC subsidiary concerned with the development of television abroad through the distribution of programs, station investments and management services.

Mr. Adler, who has been in NBC's London office since May, 1957, when he was appointed Director of European Programs for California National Productions, Inc., will continue to be stationed there. He has been with NBC since December, 1953, when he joined the network as a junior attorney. In August, 1955, he was promoted to Talent and Program Coordinator. Mr. Adler received his B.S. degree from Syracuse University (1949) and his LL.B. from Yale University (1952).

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NBC-New York, 11/3/58

CAST AND CREDITS FOR "ALI BABA AND THE FORTY THIEVES" ON
"SHIRLEY TEMPLE'S STORYBOOK" WEDNESDAY, NOV. 12
NBC-TV NETWORK, 7:30 TO 8:30 P.M., EST

STORYTELLER:	Shirley Temple.
STARS:	Nehemiah Persoff, Thomas Gomez, Rafael Campos, Vivian Nathan and Bruce Gordon.
PRODUCTION BY:	Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.
PRODUCER:	Alvin Cooperman.
DIRECTOR:	James Neilson.
TELEPLAY BY:	F. William Durkee, Jr.
ORIGINAL STORY FROM:	"The Arabian Nights."
THEME SONG:	Mack David and Jerry Livingston.
MUSIC COMPOSED AND CONDUCTED BY:	David Buttolph.
COSTUME DESIGNER:	Gwen Wakeling.
ART DIRECTOR:	William Flannery.
DIRECTOR OF PHOTOGRAPHY:	Henry Freulich, A.S.C.
SPONSORS:	John H. Breck Co., Inc.; Hills Bros. Coffee; and the Sealtest Division of National Dairy Products Corp.
AGENCY:	N. W. Ayer and Son, Inc.
PREEMPTS THIS DATE ONLY:	"Wagon Train."
NBC PRESS REPRESENTATIVES:	Norm Frisch (Hwd), Betty Lanigan (N. Y.).

(more)

CAST

Ali Baba.....Nehemiah Persoff

Kasim.....Thomas Gomez

Abdullah.....Rafael Campos

Wife.....Vivian Nathan

Robber Captain.....Bruce Gordon

Morgiana.....Miriam Colon

Hussein.....Alfred Ryder

Koali.....Robert Carricart

Baba Mustapha.....Joe Duval

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NBC-New York, 11/3/58

CAST

MICKEY ROONEY IS ONLY PERFORMER

IN 'ALCOA THEATRE' TELECAST

Mickey Rooney has a virtuoso role as the only performer in "Eddie" on "Alcoa Theatre" Monday, Nov. 17 (NBC-TV Network, 9:30 p.m., EST)

The action in the drama takes place almost exclusively on the telephone as Eddie, a small-time operator, tries desperately to raise $1,000 to pay debts by an approaching deadline. If he fails, he faces a beating -- or worse -- from his creditors.

NBC-New York, 11/3/58

NBC TRADE NEWS

November 5, 1958

ARCH ROBB IS NAMED MANAGER, SPECIAL PROGRAMS, FOR NBC TELEVISION NETWORK

Appointment of Arch Robb as Manager, Special Programs, was announced today by Herbert Sussan, Director of Special Programs for the NBC Television Network.

Mr. Robb, who has worked in almost every phase of broadcasting during the past 24 years, has been with NBC since February, 1943, when he joined the network as assistant to the Eastern Program Manager. In 1944 he was appointed assistant to the Vice President in charge of Programs, and in January, 1945 was promoted to Night Program Manager. From 1946 to 1953 he held various posts in the program department, including Assistant National Program Director and Manager of Program Services.

In October, 1953 he was named Director of Administration for Color TV, and in December, 1954 was appointed Manager of Special Events and Administrative Executive for "Wide Wide World." Since last June he has served as Manager, Administration, Television Network Programs.

Mr. Robb started his broadcasting career with radio station WHBF in Rock Island, Ill., in 1934. Two years later he joined station WHIO in Dayton, Ohio, as production manager and remained there until 1941, when he became manager of station WIOD, Miami, Fla.

A native of Streator, Ill., Mr. Robb was graduated from the University of Illinois in 1932. In recent years he has taught courses in radio and TV at Columbia University in New York. Mr. Robb, his wife and son live in Scarsdale, N. Y.

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NBC-New York, 11/5/58

NBC RADIO TO BROADCAST ADDRESS BY BRIG. GENERAL DAVID SARNOFF ON VETERANS DAY AT ARLINGTON NATIONAL CEMETERY

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, will speak at the annual ceremonies in observance of Veterans Day in Arlington National Cemetery on Tuesday, Nov. 11. The NBC Radio Network will carry his address live from 11:30 a. m. to 12 noon, EST. Sumner Whittier, Administrator of the Veterans Administration, will introduce General Sarnoff.

The special Veterans Day program will cancel the 11:30 a. m. segment of "Bert Parks' Bandstand" on this date only.

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NBC-New York, 11/5/58

November 5, 1958

SPEED, ACCURACY AND COMPLETENESS MARKED TV AND RADIO NETWORK ELECTION NIGHT COVERAGE BY NBC NEWS

Fast, accurate and complete reports of election returns throughout the United States were brought to an audience of millions over the NBC Television Network and the NBC Radio Network Tuesday night (Nov. 4) through the integrated use of the NBC News staff of correspondents and a series of electronic marvels.

Within seconds after returns came over the press wires and NBC News' cross-country telephone links, they were processed through IBM's giant electronic brain, RAMAC, sped through a high-speed electronic printer and tallied for NBC-TV on the scientifically unique "Tote-Vote," manufactured by the American Totalisator Company.

Live pickups from key points across the nation marked NBC Radio's election coverage. The frequent direct switches to Republican and Democratic campaign headquarters in New York City and to NBC newsmen in other important cities gave NBC Radio several news beats. (A case in point was the statement by Democrat Frank S. Hogan that he had conceded his defeat in the New York race for the U. S. Senate. This was broadcast at a time when other news sources showed Hogan to be several thousand votes ahead of his Republican rival, Kenneth B. Keating.)

(more)

Television anchor men Chet Huntley and David Brinkley were assisted by a group of top NBC Newsmen -- Frank McGee in New York, Robert McCormick in Washington, Sander Vanocur in Chicago, and Bill Henry and Elmer Peterson in Los Angeles -- who gave up-to-the-minute summaries and analyses of developments in their areas.

In addition, NBC Newsman Richard Harkness in New York utilized reports from over 100 correspondents in 82 marginal districts to project the ultimate lineup of the House of Representatives on the basis of early returns. The reports came in through NBC News direct-line telephone hookup, were processed through RAMAC, and given to Harkness for analysis.

During the telecast, two giant Cellomatic rear-projection screens behind Huntley and Brinkley flashed pictures of the candidates as their races were being discussed.

A feature of the telecast was Sander Vanocur's interview in Chicago with Adlai E. Stevenson, who said that the Democratic Party had "won a mandate to provide the thoughtful and creative leadership our nation needs in this dangerous time."

NBC's election coverage was under the over-all supervision of William R. McAndrew, Vice President, NBC News. Samuel Sharkey was in charge of TV production, and Robert Priaulx directed.

Election reports started on NBC Radio at 8:05 p.m. (EST), immediately after the 8 o'clock "NBC News-on-the-Hour" broadcast. NBC-TV coverage began at 9 p.m. (EST). Both continued until 1 a.m., EST.

Merrill Mueller was anchor man for radio. Assisting him were Morgan Beatty, reporting on Senate races; Art Barriault,

(more)

describing contests for House of Representatives seats, and Wilson Hall and Lee Hall, covering results in gubernatorial voting. Barriault, who is a Congressional correspondent in Washington, was brought to New York for the special broadcast.

Nelson A. Rockefeller's victory speech as New York's Governor-elect was broadcast direct from GOP Headquarters in Hotel Roosevelt, New York.

Chet Hagen was in charge of NBC Radio production. He was assisted by Sumner Weener and Bill Boyle.

NBC-TV coverage was sponsored by A-S-R Products Corporation and Bayuk Cigars, Inc. A-S-R Products also sponsored the NBC Radio coverage.

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NBC-New York, 11/5/58

'TODAY' TELECAST MORNING AFTER ELECTION FEATURES
INTERVIEWS WITH NINE VICTORIOUS CANDIDATES

Nine victorious candidates in election contests in various parts of the U. S. were interviewed on the NBC-TV Network "Today" program's nationwide "wrap up" coverage of election results this morning (Wednesday, Nov. 5).

The "Today" staff had arranged to have winners of key gubernatorial and congressional races present in local television studios or standing by telephones to talk with reporters in the "Today" studios in New York.

Among those seen on live television pickups were Edmund G. Brown (Dem.), governor-elect of California; Michael DiSalle (Dem.), governor-elect of Ohio; J. Glenn Beall (Rep.) incumbent U. S. senator from Maryland; Phil A. Hart, U. S. senator-elect from Michigan.

Those who were heard over telephone circuits were William H. Meyer (Dem.), U. S. representative-elect from Vermont; Harrison A. Williams (Dem.), U. S. senator-elect from New Jersey; Stuart Symington (Dem.) incumbent U. S. senator from Missouri; William Proxmire, (Dem.) U. S. senator-elect from Wisconsin; and Eugene McCarthy (Dem.), U. S. senator-elect from Minnesota.

"Today" women's editor-of-the-week Roberta McDonald was seen in a special film report of her interview with Nelson Rockefeller at the moment of his acceptance speech as governor-elect of New York State.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-9 a.m., EST.

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NBC-New York, 11/5/58

NBC TELEVISION NEWS

November 5, 1958

HANS CHRISTIAN ANDERSEN'S "THE EMPEROR'S NEW CLOTHES" TO BE "SHIRLEY TEMPLE'S STORYBOOK" FEATURE NOV. 25

- - -

Eli Wallach, Sebastian Cabot and Barbara Lord Starred

"The Emperor's New Clothes," the Hans Christian Andersen classic, will be presented on "Shirley Temple's Storybook," Tuesday, Nov. 25 (8-9 p.m., EST) on the NBC-TV Network. The stars are Eli Wallach, Sebastian Cabot and Barbara Lord, and the cast will include Richard Haydn, Pernell Roberts, Yale Wexler and Micky Maga.

The tale relates the story of the Emperor Maximilian (Cabot) who taxes his subjects to the limit so he can obtain funds for luxurious garments. A clever citizen, Simon (Wallach) devises a scheme to teach the emperor a lesson and relieve the plight of the people. Simon, aided by young Prince Nils of Corinia (Wexler), masquerades as a weaver of "magic cloth" which, despite its magnificence, cannot be seen by anyone who is a fool or unfit for high position.

Invited to live in the castle while weaving the cloth for the Emperor's anniversary, Simon and Nils are able to promote the young prince's romance with the Princess Sophy (Miss Lord), as well as to dupe the Emperor's fawning advisers -- the Prime Minister (Haydn) and Count Despard (Roberts). On the day of the processional, Simon and Nils pretend to robe the Emperor, who then strides forth clad only in a nightshirt.

(more)

The truthful voice of a child calls forth the fact which the people were unwilling to admit, lest they be considered unworthy fools. Though humiliated by Simon's trick, the Emperor is brought to realize that his people wish to love him for himself -- not his clothes. To show his spirit of forgiveness, he blesses the match between the princess and Prince Nils.

The television adaptation of "The Emperor's New Clothes" was written by Norman Lessing. It was directed by James Neilson for Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc. Alvin Cooperman is producer for the series, which is sponsored by John H. Breck Co., Inc., Hills Bros. Coffee and the Sealtest Division of National Dairy Products Corp. N. W. Ayer & Son, Inc. is the agency for all three sponsors.

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NBC-New York, 11/5/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
Nov. 16-22 (All Times EST)

Sunday, Nov. 16

7:30-8 p.m. -- "Northwest Passage" - a filmed adventure series, starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight's drama is "The Assassin."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Anna Maria Alberghetti, Count Basie, comedian Alan Young and singers Don Cornell and Joe Williams.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah is hostess tonight to Sid Caesar, Mahalia Jackson and Jose Greco.

Monday through Friday, Nov. 17-21

2-2:30 p.m. -- "Truth or Consequences" -- the comedy-quiz and stunt show with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" -- a game program starring Fred Robbins as emcee.

Monday, Nov. 17

7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot is host of this quiz game.

10-10:30 p.m. -- "The Arthur Murray Party" -- starring Kathryn and Arthur Murray with guests Joseph Cotten, Caesar Romero and Ann Miller.

Tuesday, Nov. 18

8-9 p.m. -- "The George Gobel Show" -- Carl Reiner is George's guest tonight.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Nov. 19

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- a new comedy program.

Thursday, Nov. 20

9-10:30 p.m. -- "The Hallmark Hall of Fame" presents Alfred Drake and Patricia Morison in "Kiss Me Kate," by Sam and Bella Spewack, music and lyrics by Cole Porter. Also starring are Julie Wilson, Bill Hayes and Harvey Lembeck.

10:30-11 p.m. -- "Masquerade Party" -- a panel of experts tries to identify disguised personalities. Bert Parks is host.

Saturday, Nov. 22

2:15 p.m.-------- NBC-NCAA football game - Iowa vs. Notre Dame, to conclusion
at Iowa Stadium, Iowa City, Iowa.

8-9 p.m. -- "The Perry Como Show" -- with tonight's guests Vera Ellen, Pier Angeli, Jimmie Rodgers and composer Harry Warren.

9-10 p.m. -- "The Dean Martin Show" -- music, comedy, and variety starring Dean Martin with guests Bing Crosby and Phil Harris.

CORRECTION PLEASE:

Please delete the Nov. 27 "Haggis Baggis" program from the November colorcast schedule. This program will be pre-empted on this date by NBC's Thanksgiving Day telecast of the Texas vs. Texas A&M football game.

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NBC-New York, 11/5/58

ETHEL FRANK VISITING EUROPE FOR 'ELLERY QUEEN' STORY MATERIAL

Ethel Frank, associate producer in charge of literary properties for the "Ellery Queen" colorcasts on the NBC-TV Network, left for Europe Monday (Nov. 3) to look over the script market in London, Paris and Rome. She will confer with NBC officials in these cities who will arrange for her to meet with local agents on story and script properties. She will negotiate on behalf of executive producer Albert McCleery. The trip will last about four weeks. Miss Frank had just returned from the West Coast where she spent two weeks with the production unit. She is regularly based in New York.

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NBC-New York, 11/5/58

November 5, 1958

NBC NEWS' COVERAGE OF POPE'S CORONATION INCLUDED FIRST TV SOUNDFILM OF EVENT AND LIVE RADIO PICKUPS

NBC News -- which yesterday afternoon provided U. S. viewers with the first soundfilm of coronation ceremonies for Pope John XXIII -- early this morning presented a half-hour documentary on the entire event, for another TV first.

Live coverage of the coronation ceremonies was provided by NBC Radio yesterday morning between 3:30 and 7:30 a.m., EST, with a continuous broadcast direct from the Vatican. Recorded highlights of the ceremony were broadcast from 5:30 to 6 p.m., EST.

First soundfilm, rushed to New York by BOAC Comet jet, was shown on yesterday's "NBC News -- The Huntley-Brinkley Report" (6:45-7 p.m., EST) while the half-hour news special was presented at 1 a.m., EST, today (Wednesday), following the NBC-TV Network's "Election Night Special."

NBC News' leadership in bringing first soundfilm of the historic event to the United States was obtained through two separate jet shipments, enabling the NBC-TV Network to present full coverage twice within 24 hours of the coronation in Rome. The saturation coverage was continued this morning on the "Today" show, which included latest films.

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NBC-New York, 11/5/58

NBC COLOR TELEVISION NEWS

November 6, 1958

GIAN CARLO MENOTTI'S "AMAHL AND THE NIGHT VISITORS" TO BE PRESENTED BY THE NBC OPERA COMPANY SUNDAY, DEC. 14, UNDER PONTIAC SPONSORSHIP

"Amahl and the Night Visitors" will be presented by the NBC Opera Company under sponsorship of the Pontiac Motor Division of General Motors Corp., Sunday, Dec. 14 (NBC-TV Network colorcast, 5-6 p.m., EST). The beloved opera by Gian Carlo Menotti will receive its ninth presentation by the NBC Opera Company, with virtually the same cast that created the memorable roles.

Kirk Jordan, who plays Amahl, has been seen in this part twice before, and all of the other singers have been in the eight preceding presentations. Rosemary Kuhlmann is the mother, Andrew McKinley, Leon Lishner and David Aiken are Kings Caspar, Balthaser and Melchior, and Francis Monachino is the page.

Menotti wrote this opera on commission from the National Broadcasting Company. Since its first presentation by NBC for Christmas of 1951, it has been given many hundreds of performances all over the world.

The new sets designed for the production last year by Otis Riggs again will be used, with the costumes by Eugene Berman. Herbert Grossman will conduct the performance. Samuel Chotzinoff is producer. Advertising agency for Pontiac is MacManus, John and Adams, Inc. This will be the season's first production for the NBC Opera Company.

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NBC RADIO NETWORK TO BROADCAST EISENHOWER ADDRESS ON ASIA

President Eisenhower will make recommendations for economic development of South and Southeast Asia in an address to be broadcast by NBC Radio Network (including WRCA) Monday, Nov. 10 (1:30-2 p.m., EST), live from Seattle, Wash.

The President will deliver the address before the annual meeting of the Consultative Committee of Nations organized in the Colombo plan for cooperative economic development in South and Southeast Asia.

COLLEGE TO AWARD STEVERINO 'B.C.-BACHELOR OF CANINES'

Steverino, the greyhound on "The Steve Allen Show" (NBC-TV Network colorcast, Sundays, 8 to 9 p.m., EST), will be honored by Moravian College and the town of Bethlehem, Pa., on Saturday, Nov. 22 when she will receive a "B.C."-Bachelor of Canines.

That will be Steverino Day both in Bethlehem and at Moravian, and the mayor of Bethlehem will present Steverino with "the leash to the city." Formal acknowledgement of Steverino's awards will take place during the Homecoming Day game at Moravian between Moravian and Muhlenberg College. The "B.C." will be presented by Dr. Raymond S. Haupert, president of the college.

For the past 25 years the Moravian football team has been known as the Greyhounds, which accounts for Steverino being named the "living symbol" of Moravian College.

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NBC-New York, 11/6/58

NBC TRADE NEWS

November 7, 1958

MACY'S THANKSGIVING DAY PARADE ON THE NBC-TV NETWORK

Ideal Toy Sponsors Telecast; Bert Parks, Frank Blair Are Co-Emcees

Bert Parks and Frank Blair will be the co-emcees when the NBC-TV Network brings Macy's Thanksgiving Day parade to the nation Thursday, Nov. 27 from 11 a.m. to 12 Noon, EST.

NBC's cameras will pick up the colorful units in New York's annual holiday spectacle as they pass by the reviewing stand in Herald Square on Broadway, between 34th and 35th Sts. A roster of top-flight entertainment stars and colorful parade attractions is again expected to take part.

Edward Pierce will be the NBC producer for the full-hour program and Charles Christiansen the director. Arch Robb is the NBC supervisor.

Ideal Toy Corp., through Grey Advertising Agency, Inc., will sponsor the telecast.

The program will mark the 11th time since 1945 that NBC has telecast the parade -- either locally or nationally.

Co-emcees Parks and Blair are both featured on other NBC shows. Parks is emcee of "Bert Parks' Bandstand" on the NBC Radio Network, and emcee of "County Fair" and "Masquerade Party" on the NBC-TV Network. Blair, of NBC News, is a communicator of the "Monitor" radio series and presents the news regularly on the "Today" telecasts.

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NBC TELEVISION NEWS

November 7, 1958

STUDY-IN-DEPTH OF THE AMERICAN INDIAN AND THE RESERVATION SYSTEM UNDER WHICH HE LIVES WILL BE 'NBC KALEIDOSCOPE' FEATURE NOV. 16

NBC News will present a study-in-depth of the contemporary American Indian and the reservation system under which he lives, in "The American Stranger," second program in the new "NBC Kaleidoscope" series, Sunday, Nov. 16 (NBC-TV Network, 5-6 p.m., EST).

The revealing portrait of how the descendants of a mighty race of warriors are living in the jet age was filmed by the veteran NBC News reporter-camera team of Robert McCormick and Tom Priestley, who spent two weeks on location in the Blackfoot and Flathead reservations in Montana, and by NBC News teams which visited Menominee, Navajo and Pechange reservations in Wisconsin, New Mexico and California.

Interviewed for "The American Stranger" were Indians (and their tribal chiefs), missionaries, doctors and businessmen (who work or deal with the Indians), and government officials close to the situation.

Based on research conducted by McCormick before going on location, such areas as how reservation Indians earn their livelihood and the status of their health, religion and education will be explored.

"The American Stranger" is produced by Reuven Frank.

("NBC Kaleidoscope" is presented on alternate Sundays.)

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NBC TELEVISION NEWS

November 7, 1958

'THE JACK PAAR SHOW' EXTENDS HOLLYWOOD ORIGINATION THROUGH A THIRD WEEK WITH MANY TOP-NAME GUESTS ON SCHEDULE

"The Jack Paar Show," originally scheduled for Hollywood origination from Nov. 3 through 14, will remain on the West Coast for an additional week -- Monday through Friday, Nov. 17-21. The show which is now telecast from the NBC-TV Network studios in Hollywood will return to New York Monday, Nov. 24.

The decision was made in view of tremendous audience response to the West Coast shows and the opportunity to obtain headline talent unavailable in the East.

Some of the top-name guests scheduled to appear during the remainder of the Hollywood origination are Jerry Lewis, George Burns, Liberace, Phil Harris and Marie Wilson. Bob Hope and Oscar Levant are slated for return appearances. (Lewis, Burns and Hope headline their own NBC-TV Network telecasts this season.)

Show regulars Genevieve, Cliff Arquette (as Charlie Weaver) and Jose Melis, who made the trip with Paar, will continue in their scheduled spots.

"The Jack Paar Show" is telecast Mondays through Fridays on the NBC-TV Network 11:15 p.m. to 1 a.m., EST.

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NBC-New York, 11/7/58

NBC TELEVISION NEWS

November 10, 1958

'NBC KALEIDOSCOPE' WILL GO BACKSTAGE AT 'SHOWPLACE OF THE NATION' --RADIO CITY MUSIC HALL--AND WILL PRESENT PARTS OF STAGE SHOW ON TV FOR FIRST TIME

The backstage excitement and glitter of the Radio City Music Hall in New York will be moved out onto the stage with the show itself, when "NBC Kaleidoscope" presents the "Showplace of the Nation" Sunday, Nov. 30 (NBC-TV Network, 5 to 6 p.m., EST).

The telecast will mark the first time that the Music Hall -- the world's largest theatre and one of the nation's leading tourist attractions -- has presented parts of its stage show on television.

"NBC Kaleidoscope" cameras will look in on auditions, rehearsals, costume-fittings and such mechanical wonders as the "traveling bandwagon" used for the Music Hall's stage show and its world-famed Rockettes and Corps de Ballet.

"The behind-the-scenes activities are so fascinating that we think they belong out on the stage," says Charles Van Doren, host of the series. "We are experimenting with new video-tape techniques to bring them right out into the spotlight."

With Van Doren as guide, the program will look into the mysteries of the Music Hall's automated stage, its vast motion picture screen and a flying mechanism that can send ballerinas soaring over the footlights.

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Van Doren will sit in on a production meeting with the Music Hall's expert showmen, will talk with the Rockettes in their dressing room, and will introduce a glimpse of the theatre's Christmas show, which is now in rehearsal.

The Music Hall stage show has appeared only briefly before on television. A single sequence with the Rockettes was shown on a "Wide Wide World" program on the NBC-TV Network in 1955.

The "Showplace of the Nation" will be produced by John Goetz. Ted Rogers is executive producer of "NBC Kaleidoscope" entertainment programs, which are supervised by Herbert Sussan, director of special programs for the NBC-TV Network.

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NBC-New York, 11/10/58

November 10, 1958

"WISDOM" ("CONVERSATIONS WITH ELDER WISE MEN OF OUR DAY")
--BASED ON NBC-TV NETWORK SERIES--NOW ISSUED AS A BOOK

"Wisdom," a book containing conversations held with 23 of the most venerable "doers" and "thinkers" of our time edited from a series of programs presented on the NBC-TV Network was published today by W. W. Norton and Company.

Subtitled "Conversations With Elder Wise Men of Our Day," the book contains "visits" with such world figures as Bertrand Russell, Arnold Toynbee, Pablo Casals, Nehru, David Ben-Gurion, Herbert Hoover, Alfred Sloan Jr., Sir Osbert Sitwell, Carl Sandburg, Robert Frost, Igor Stravinsky, Wanda Landowska and Edward Steichen, among others.

Edited and with an introduction by James Nelson, manager of program services for NBC's Special Projects, the conversations have been arranged from the soundtracks and, in some instances, from valuable extra footage which, because of time limitations, never reached the air. Speaking with the "elder wise" in the talks are various critics, colleagues and personal friends.

The book begins with a statement about the original premise on which the filmed biographies were conceived. (The films appeared on the NBC-TV Network under the titles "Conversations with Elder Wise Men" and "Wisdom.") Nelson, the editor, quotes NBC's objectives in 1951: "Suppose we had on television film, today, talks with Socrates, Shakespeare and Lincoln in which each tried to explain himself by speaking his innermost convictions."

(more)

NBC COLOR TELEVISION NEWS

'ELLERY QUEEN' HOME-VIEWER CONTEST CONDUCTED BY NBC-TV NETWORK AFFILIATED STATIONS IN MORE THAN 30 CITIES

More than 30 NBC Television Network affiliated stations, in as many cities, are conducting one-week contests in support of the network's Friday night detective series, "Ellery Queen" (colorcast 8-9 p.m., EST).

Through a co-operative set-up arranged by Al Rylander, Director of Exploitation for NBC, the stations are offering five-year, three-year and one-year free subscriptions to Ellery Queen's Mystery Magazine as awards to viewers who write the best reviews of the program. In an additional arrangement with Pocket Books, Inc., nationally-known paper back book publishers, viewers also will be awarded 10-volume sets of the best Ellery Queen novels. The contests will be supported by on-the-air promotion, advertising, publicity and newsstand cards.

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NBC-New York, 11/10/58

LIVE CAMERA COVERAGE OF AIR FORCE'S THIRD MOONSHOOT EFFORT PROVIDED BY NBC NEWS

NBC News provided live camera coverage of the Air Force's third historic attempt to launch a rocket to the vicinity of the moon.

The NBC-TV Network was kept open following the end of "The Jack Paar Show" at 1 a.m., EST, Saturday, Nov. 8. NBC News correspondent Wilson Hall in New York announced that, if the moonshoot went off as reported, live coverage of the event would be carried on the network. Hall repeated the announcement each half-hour until 2:15, when NBC News screened illustrative film of the two previous moonshoot attempts.

At 2:30 a.m., the live switch was made to Cape Canaveral, Fla., to pick up the blastoff of the rocket. Frank McGee provided the commentary. Minutes later, NBC News cameras showed the Air Force spokesman at Canaveral announcing that the first two stages had been fired successfully.

Later Saturday, a TV bulletin at 10 a.m. announced the failure of the third stage, and at 4 p.m., NBC News presented a full report, using videotape of their earlier live coverage.

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NBC-New York, 11/10/58

NBC TRADE NEWS

November 11, 1958

BRISTOL-MYERS 52-WEEK BUY ON NBC RADIO FOR TRUSHAY LOTION HEADS NETWORK'S CURRENT SALES OF MORE THAN $1,000,000 IN NET REVENUE

The Bristol-Myers Company has purchased an extensive 52-week campaign on the NBC Radio Network for Trushay Hand Lotion, it was announced today by William K. McDaniel, Vice President in charge of Sales for the NBC Radio Network. The order heads a list of current sales totaling more than $1,000,000 in net revenue.

Mr. McDaniel said Donald S. Frost, Vice President and Advertising Director for the Bristol-Myers Products Division, told NBC that "on the basis of our successful experience on NBC Radio in 1958, we are ordering a 1959 campaign. We are particularly proud of our continuing association with Miss Madeleine Carroll who has been presenting the Trushay commercials on the NBC Radio Network."

Bristol-Myers ordered a schedule of one-minute and 30-second announcements in daytime programs and "Monitor," starting in January. The order was placed through Batten, Barton, Durstine and Osborn, Inc.

NBC Radio's brisk sales activity during the past three weeks also included orders by the Scott Paper Company, Lever Brothers Company, Aluminum Company of America and the Elgin National Watch Company.

Scott Paper Company, through the J. Walter Thompson Company, ordered quarter sponsorship of "NBC News-on-the-Hour" Nov. 19-21.

(more)

Lever Brothers, for Pepsodent, ordered 25 30-second and 25 six-second announcements in "Monitor" on the Nov. 21 weekend. The agency was Foote, Cone and Belding.

ALCOA, through Fuller and Smith and Ross, Inc., ordered an eight-week campaign in "Monitor" of 10 segments a weekend, beginning March 21. Elgin National Watch Company ordered quarter sponsorship of "NBC News-on-the-Hour" during the week of Dec. 8 for a special pre-Christmas campaign. The order was placed through the Chicago office of the J. Walter Thompson Company.

Other advertisers and their agencies placing new orders are:

American Safety Razor Company, through Kenyon and Eckhardt, Inc.: 26 announcements on Election night.

A. Stein and Company, for Perma-Life products, through Cruttenden Advertising: seven 30-second participations a weekend in "Monitor" for four weeks, starting April 25.

The Christian Reformed Church, through Stoetzel and Associates: sponsorship of the "Back to God Hour," (Sunday, 10:30-11 p.m., EST) for 52 weeks, beginning Jan. 4.

B. Manischewitz and Company, Inc., manufacturer of food products, through Al Paul Lefton Company, Inc.: one vignette a week featuring Harry Golden in "Monitor" for 52 weeks, starting Nov. 2.

An order renewing the "Lutheran Hour" (Sunday, 1:30-2 p.m., EST) for 52 weeks was placed by the Lutheran Laymen's League through Gotham-Vladimir Advertising, Inc.

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NBC-New York, 11/11/58

NBC COLOR TELEVISION NEWS

BELL TELEPHONE HOUR'S "ADVENTURES IN MUSIC" WILL STAR HARRY BELAFONTE, RENATA TEBALDI, MAURICE EVANS, DUO-PIANISTS GOLD AND FIZDALE, N. Y. CITY BALLET, BAIRD MARIONETTES ON JAN. 12 COLORCAST

Harry Belafonte, Renata Tebaldi, Maurice Evans, duo-pianists Gold and Fizdale, the New York City Ballet and the Baird Marionettes will be the stellar attractions on the Bell Telephone Hour's "Adventures in Music," first of the new series of live one-hour music shows, Monday, Jan. 12 (NBC-TV Network colorcast, 8:30-9:30 p.m., EST). Four programs will be offered this season featuring great names in opera, concert, dance and folk music. Donald Voorhees directs the Bell Telephone Orchestra.

Harry Belafonte will appear with the Belafonte Singers, an all-male singing ensemble, and instrumental accompaniment of two guitars, double bass and congo drum as well as the Bell Telephone Orchestra. He will sing songs of the Caribbean as well as folk songs from other parts of the world.

Renata Tebaldi, one of the most celebrated opera prima donnas in the world, recently opened the season at the Metropolitan Opera to critical plaudits. Long a favorite in opera, concert, radio and recordings, the great diva has been seen on television only twice before in this country. For her portion of the program she will sing two excerpts from Puccini's beloved opera "Madam Butterfly." Arrayed in colorful Japanese costume in a setting of a lovely Japanese garden and shoji, she will sing "Un Bel Di" (One Fine Day) and "Addio Piccolo Iddio" (Farewell Beloved Little Idol), two of the best known selections in the opera.

(more)

Maurice Evans -- celebrated as an actor of tragedy and comedy in the theatre, on television, records and even on the Allies' war fronts -- will take on a new role when he appears with the Bell orchestra as narrator in "Carnival of the Animals." The amusing verses of Ogden Nash were written to the ever-popular melodies of Saint-Saens. Bil and Cora Baird have created a new series of animal marionettes which they will use to act out the story of the "Carnival of the Animals."

The brilliant New York City Ballet will be seen in Todd Bolender's comedy ballet "Souveniers," featuring the lovely ballerina Janet Reed and a cast that has won international acclaim. This ballet is a stylish and amusing spoof of life in a "high fashion" hotel in the first World War period. The score was composed by the noted American composer Samuel Barber on commission from the pianists Arthur Gold and Robert Fizdale, who will play the work with the orchestra.

The Bell Telephone Hour series is being produced by William Nichols for Henry Jaffe Enterprises, Inc. Dan Lounsbery is executive producer and William Colleran is director. The noted artist Rouben Ter-Arutunian will be designer. N. W. Ayer and Son, Inc., is the agency. The programs will originate in the Brooklyn, N. Y., studios of the NBC-TV Network.

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NBC-New York, 11/11/58

NBC RADIO NETWORK NEWS

November 11, 1958

NBC RADIO NETWORK LAUNCHES SEPARATE PRODUCTION UNIT
FOR 'IMAGE SERIES' WITH AL CAPSTAFF AS HEAD

Formation of a separate production unit for "The NBC Image Series," headed by Al Capstaff, executive producer of "Monitor" and "Nightline," and with its own staff, offices and budget, was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

Target date for launching "Image Russia," the first project in the series of audio documentaries, is Jan. 5. Mr. Culligan said discussions are under way with a leading motion picture personality, a prominent industrialist and a nationally known political figure for the roles of moderator and guest experts.

Associated with Mr. Capstaff in the production of "Image Russia" will be Peter Lassally, "Nightline" producer; Edward Stanley, Director of Public Affairs, and Rex Goad, Manager of News. William Bales and Alice Wallace have been assigned to the staff as writers and Doreen Chu as feature coordinator. Mr. Bales formerly was a "Monitor" writer and Miss Wallace and Miss Chu were on the "Nightline" staff.

(more)

Mr. Capstaff said the format of "Image Russia" will employ a wide variety of radio techniques to present a true picture of all phases of Russian life. It is estimated that this presentation will take 30 or more hours of on-the-air programming extending over more than four weeks. It will preempt "Nightline" (Monday and Wednesday, 8:30-10 p.m., EST, and Tuesday and Thursday, 8-10 p.m., EST).

In addition to producing "The NBC Image Series," Mr. Capstaff will continue in charge of "Monitor" and "Nightline."

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NBC-New York, 11/11/58

November 11, 1958

Attention, Sports Editors

TWO CHAMPIONSHIP EVENTS

"CAVALCADE OF SPORTS" TO COVER AKINS-JORDAN WELTERWEIGHT TITLE FIGHT AND MEN'S FINALS OF MATCH-GAME BOWLING

Championship events in boxing and bowling highlight the "Gillette Cavalcade of Sports" schedule the first two Fridays in December on the NBC-TV and NBC Radio Networks (10 p.m., EST).

On Friday, Dec. 5, the 15-round welterweight championship bout between titleholder Virgil Akins of St. Louis and challenger Don Jordan of Los Angeles at Olympic Auditorium in Los Angeles will be covered. (The telecast will be blacked out in the Los Angeles area.)

The other event is the men's finals of the second annual World's Invitational Match-Game Bowling Championships on Friday, Dec. 12 at Chicago Coliseum. The bowling tournament will replace the weekly boxing bout on that night only.

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MACY'S DEVISES PLAN TO FLY HUGE BALLOONS IN THANKSGIVING DAY PARADE, TO BE TELECAST BY NBC-TV NETWORK

The balloons will fly again -- that's Macy's promise to the kids for Thanksgiving Day.

The famous department store has announced a plan for the giant balloons which otherwise would have been grounded by a government ban on helium, to fly after all in the annual Thanksgiving Day parade Thursday, Nov. 27. The NBC-TV Network will telecast the spectacle from 11 a.m. to 12 noon, EST, that day.

Huge derricks will be used to haul the balloons which have become familiar figures to youngsters over the years. Popeye the Sailor, the Toy Soldier and Spaceman all will be filled with "plain air" and moved along their towering route by the mobile derricks. As an example of the size of the balloons -- Popeye is 56 feet high, 32 feet in diameter and takes 6,000 cubic feet of air. The government said earlier that a scarcity of helium prevented its use for such purposes.

Stars of movies and TV, spectacular floats and bands will take part in the parade. Bert Parks and Frank Blair will be co-emcees for the telecast.

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AWARD WINNER PEGGY CASS TO BE 'GIRL OF THE WEEK' ON 'TODAY'

Peggy Cass will be "girl-of-the-week" on NBC-TV Network's "Today" program for the week of Nov. 17-21 (Monday through Friday, 7-9 a.m., EST).

Miss Cass won the Antoinette Perry Award as "best supporting actress" in the 1956-57 season for her role as Agnes Gooch in the Broadway hit play, "Auntie Mame," starring Rosalind Russell. She has just returned from Hollywood where she repeated her role as Auntie Mame's secretary in the film version of the play. Miss Cass has also appeared in many leading dramatic television roles.

-----o----- NBC-New York, 11/11/58

NBC TELEVISION NEWS

November 11, 1958

BOB HOPE IS 'BUICK SHOW' HOST TO BETTY GRABLE, WALLY COX, RANDY SPARKS, JON ARNETT AND (AS EXTRA ADDED ATTRACTION) DEB STARS AND GLORIA SWANSON

Bob Hope will be joined by a roster of top-name talent and a bevy of beauties on the "Bob Hope Buick Show" Friday, Nov. 21 (NBC-TV Network, 8-9 p.m., EST). Guest stars on the full-hour show will be Betty Grable, Wally Cox, Randy Sparks, Jon Arnett (Los Angeles Rams' fabulous halfback), and, as an extra added attraction, the Hollywood Deb Stars and Gloria Swanson.

The Deb Stars are chosen annually by Hollywood's makeup artists and hair stylists who select the young actresses they feel have the best chance of becoming the glamor stars of the future. Previous selectees have included Kim Novak, Anne Francis, Anita Eckberg, Cathy Crosby, Marisa Pavan and Erin O'Brien.

Each talented and beautiful girl represents a major studio or production company. The Deb Stars who will appear on the Hope show Myrna Fahey, Judi Meredith, Judy Nugent, Kathy Nolan, Theodora Davitt, Nancy Walters, Arlene Howell, Jill St. John, Andra Martin and 15-year-old Tuesday Weld, the youngest Deb star ever selected.

The "Bob Hope Buick Show" will be produced by Jack Hope, directed by Bob Henry and written by Mort Lachman and Bill Larkin, John Rapp and Lester White, and Charles Lee with Norman Sullivan as consultant. Les Brown is music director and Bob Hope is executive producer.

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NBC-New York, 11/11/58

BURL IVES, AND BURNS AND ALLEN, JOIN ROSTER OF HEADLINERS IN 'STARDUST' PLAN ON NBC RADIO NETWORK

Burl Ives and the team of George Burns and Gracie Allen have been added to the roster of top performers in NBC Radio Network's "Stardust" plan, it was announced today by Norman S. Livingston, Director of Radio Program Sales.

"Stardust" personalities broadcast a series of five-minute vignettes on "Monitor" and "Nightline." The list currently includes Bob Hope, Paul Winchell and Jerry Mahoney, Fibber McGee and Molly, Bob and Ray (Bob Elliott and Ray Goulding), George Gobel, Ed Gardner, Marlene Dietrich, Ernie Kovacs and Andy Griffith.

NBC-New York, 11/11/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For December, 1958
(All Times EST)

Monday through Friday, Dec. 1 - 5

2-2:30 p.m. -- "Truth or Consequences" -- Bob Barker is emcee of this comedy-quiz and stunt show.

2:30-3 p.m. -- "Haggis Baggis" -- an audience-participation show with Fred Robbins as emcee.

Monday, Dec. 1

7:30-8 p.m. -- "Tic Tac Dough" -- Win Elliot emcees this program, which is based on the game of "Tick Tack Toe."

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray welcome as guests tonight Ginger Rogers and Melvyn Douglas.

Tuesday, Dec. 2

8-9 p.m. -- "The George Gobel Show" -- Charles Laughton and singer Mahalia Jackson are on George's guest list tonight.

Wednesday, Dec. 3

8:30-9 p.m. -- "The Price Is Right" -- Contestants judge the value of merchandise. Bill Cullen emcees.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" -- Singer Ella Fitzgerald is Milton's guest tonight.

(more)

Thursday, Dec. 4

10:30-11 p.m. -- "Masquerade Party" -- a panel of experts tries to identify disguised personalities. Bert Parks is host.

Friday, Dec. 5

8-9 p.m. -- "Ellery Queen" -- Starring George Nader as the famous writer-sleuth.

Saturday, Dec. 6

1:15 p.m. (EST) -- NBC-NCAA football game -- Miami vs. Oregon, at the Orange Bowl, Miami, Fla.

8-9 p.m. -- "The Perry Como Show" -- Pier Angeli is one of Perry's guests tonight.

Sunday, Dec. 7

7:30-8 p.m. -- "Northwest Passage" -- a filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight -- "The Traitor."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Chevy Show" -- Tonight starring Sid Caesar, with guest stars.

Monday through Friday, Dec. 8-12

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Dec. 8

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, Dec. 9

8-9 p.m. -- "The Eddie Fisher Show" -- Dean Martin is one of Eddie's guests tonight.

(more)

3 - NBC-TV NETWORK COLORCAST SCHEDULE

Wednesday, Dec. 10

8:30-9 p.m. -- "The Price Is Right."

9-10 p.m. -- "The Jerry Lewis Show" -- a comedy "special" starring Jerry Lewis with guests.

Thursday, Dec. 11

10:30-11 p.m. -- "Masquerade Party."

Friday, Dec. 12

8-9 p.m. -- "Ellery Queen."

Saturday, Dec. 13

8-9 p.m. -- "The Perry Como Show."

Sunday, Dec. 14

5-6 p.m. -- The NBC Opera Company presents Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors." The cast is headed by Kirk Jordan as Amahl, Rosemary Kuhlmann as the mother, and Andrew McKinley, Leon Lishner and David Aiken as the kings. Francis Monachino is the page.

7-8 p.m. -- "The Hallmark Christmas Tree," an original Christmas divertissement by Helen Deutsch.

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Dinah Shore Chevy Show."

Monday through Friday, Dec. 15 - 19

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Dec. 15

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

(more)

Tuesday, Dec. 16

8-9 p.m. -- "The George Gobel Show" -- George's guests tonight are Tennessee Ernie Ford and comedian Pat Buttram.

Wednesday, Dec. 17

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

Thursday, Dec. 18

10:30-11 p.m. -- "Masquerade Party."

Friday, Dec. 19

8-9 p.m. -- "Ellery Queen."

Saturday, Dec. 20

8-9 p.m. -- "The Perry Como Show."

Sunday, Dec. 21

7:30-8 p.m. -- "Northwest Passage" -- tonight, "The Vulture."

8-9 p.m. -- "Shirley Temple's Storybook" presents "Mother Goose," a musical fairy tale, starring Shirley Temple, Elsa Lanchester, Billy Gilbert and Lori Black (Shirley Temple's four-year-old daughter).

9-10 p.m. -- "The Dinah Shore Chevy Show."

Monday through Friday, Dec. 22 - 26

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Dec. 22

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, Dec. 23

8-9 p.m. -- "The Eddie Fisher Show."

(more)

5 - NBC-TV NETWORK PROGRAM SUPPLEMENT

Wednesday, Dec. 24

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

Thursday, Dec. 25

10:30-11 p.m. -- "Masquerade Party."

Friday, Dec. 26

8-9 p.m. -- "Ellery Queen."

Saturday, Dec. 27

8-9 p.m. -- "The Perry Como Show."

Sunday, Dec. 28

7:30-8 p.m. -- "Northwest Passage" -- tonight, "The Counterfeiters."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Dinah Shore Chevy Show."

Monday through Wednesday, Dec. 29 - 31

2-2:30 p.m. -- "Truth or Consequences."

2:30-3 p.m. -- "Haggis Baggis."

Monday, Dec. 29

7:30-8 p.m. -- "Tic Tac Dough."

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, Dec. 30

8-9 p.m. -- "The George Gobel Show."

Wednesday, Dec. 31

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall."

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NBC-New York, 11/11/58

NBC FEATURE

FALLS ASLEEP WITH LATE MOVIE, AWAKENS TO 'CONTINENTAL CLASSROOM'

- - -

Michigan Viewer Finds Atomic Age Physics Course Real Eye-Opener;
Many Other Instances Show Wide Appeal of NBC-TV Network Series

A viewer in Grand Rapids, Mich., has written to NBC reporting that he had fallen asleep one night while watching a late movie and awoke to Dr. Harvey E. White's explanation of projectile trajectory on the network's "Continental Classroom." He survived the shock and, in fact, requested information about Dr. White's Atomic Age Physics course. Now he's watching Dr. White regularly -- and hasn't fallen asleep once.

The Monday-through-Friday program, telecast coast-to-coast at 6:30 a.m. local time, has been getting a lot of other people up earlier.

The late-sleeping habits of a 15-year-old high school sophomore in Napierville, Ill., had been a chronic problem for the boy's parents. Now that he has grown interested in "Continental Classroom," they report that he takes the family alarm clock and awakens everyone at 6 a.m.

At Greenwich, Conn., police spotted 15-year-old Robert Dean on the street at 4:30 a.m. and decided they should question him. "I'm on my way to school," he explained. Not satisfied with this answer, they took him in their patrol car to an all-night diner where they planned to call his parents. But at the diner they encountered the lad's physics teacher, Howard Leahy, who had stopped for a cup of coffee

(more)

before going to school to watch "Continental Classroom." His explanation freed young Dean in plenty of time for class.

An older woman called the University of Wichita -- one of about 250 colleges and universities carrying the TV course for credit-and wanted to enroll herself and her husband to audit "Continental Classroom." She was reminded that the time of the course is 6:30 a.m. "Oh, yes," she answered. "The only real difficulty is the fact that we have never had a television set, and I have had to buy one for the course."

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NBC-New York, 11/11/58

NBC COLOR TELEVISION NEWS

November 12, 1958

'THE HALLMARK CHRISTMAS TREE'--NOVEL APPROACH TO YULE ENTERTAINMENT--
CREATED BY WRITER HELEN DEUTSCH FOR 'HALL OF FAME' COLORCAST

"The Hallmark Hall of Fame" will present "The Hallmark Christmas Tree," a holiday divertissement fashioned by the noted writer Helen Deutsch as a full-hour color production over the NBC-TV Network Sunday, Dec. 14 (7-8 p.m., EST).

In announcing the show, executive producer Mildred Freed Alberg said that Miss Deutsch has created "an entirely fresh and arresting approach to Yuletide entertainment," and added that the "Hall of Fame" hopes to continue this unusual programming idea in future years as its annual December offering.

"The production will embrace pantomime, light and serious drama segments, ice-skating and music," Mrs. Alberg said. "It will weave together the beautiful baubles and dreams, the tinsel and glitter, as well as the ideal of good will associated with the festive season. It is truly an exciting and delightful concept of the spirit of Christmas."

An all-star cast is now being assembled and will be announced shortly, Mrs. Alberg said. Kirk Browning, who has directed the NBC Opera Company for the last several seasons and who guided such ambitious TV undertakings as "Cyrano de Bergerac" and "Caesar and Cleopatra," will direct.

(more)

A musical score featuring the brighter and gayer Christmas carols will link the various episodes and will be sung by a choir of mixed voices. Franz Allers, musical director of the Broadway hit, "My Fair Lady," will conduct.

Jan Scott has been named to create the sets for the production and it is known that a focal point will be a huge Christmas tree loaded with a great variety of baubles and ornaments remindful of the tree decorations which had their origin in the German Yule celebrations of many centuries ago.

Commenting on the show the author, Miss Deutsch, said, "I love Christmas trees, the old-fashioned kind loaded with tinsel and popcorn strings and gingerbread men and all sorts of glittering things. We've read that the Christmas tree has sociological and historical and even psychiatric significance. But it is also just something wonderful to look at, bauble by bauble, with each evoking an image or an idea or a fantasy of some sort. A Christmas tree can be a sort of fountainhead of dreams. We're going to try to get a little of that on the TV screen."

"The Hallmark Christmas Tree" is the third of six colorcasts in the "Hall of Fame" schedule for the 1958-59 season. The opening attraction was "Johnny Belinda" on Oct. 13, and the second will be the Cole Porter - Sam and Bella Spewack hit, "Kiss Me, Kate," on Thursday, Nov. 20. On Thursday, Feb. 5, there will be an original teleplay by James Costigan, who wrote last season's memorable "Little Moon of Alban." The series will present a live repeat of the prize-winning production of "The Green Pastures" on Monday, March 23, with William Warfield and Eddie "Rochester" Anderson, and on Tuesday, April 28, Eugene O'Neill's "Ah, Wilderness!" will bring the 1958-59 Hallmark series to an end.

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NBC-New York, 11/12/58

NBC RADIO NETWORK NEWS

November 12, 1958

'GRAND OLE OPRY' TO OBSERVE 33rd ANNIVERSARY
ON NBC RADIO BROADCAST OF SATURDAY, NOV. 22

- - -

Show Is Oldest Continously Sponsored Series in Network Radio

The 33rd anniversary of the NBC Radio Network's "Grand Ole Opry" -- the oldest continously sponsored program in network radio -- will be marked by a special broadcast Saturday, Nov. 22 (9:30-10 p.m., EST).

The broadcast will be the highpoint of the seventh annual Country Music Disc Jockey Festival, to be held Nov. 21-22 in Nashville, Tenn., at which Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, will be one of the principal speakers.

Many of country music's top stars will perform on the show, including Minnie Pearl, singers Ernest Tubb, the Wilburn Brothers, Faron Young and Kitty Wells, guitarist Chet Atkins, pianist Dell Wood and the Jordanaires, singing quartet. The festivities will originate "live" from Nashville's Ryman Auditorium.

The program's founder was George D. Hay, a newspaper reporter who called himself the "Solemn Old Judge" when he launched the "WSM Barn Dance" over Stations WSM in Nashville on Nov. 28, 1925. The show, which evolved into the current "Grand Ole Opry," has been sponsored by the R. J. Reynolds Tobacco Co. since it started on the NBC Radio Network on Oct. 14, 1939.

(more)

As a result of the program's popularity, Nashville has become known as the home of country and Western music, 85 per cent of which is published and recorded there. More than 4,000 people buy tickets costing $1 to see each Saturday's performance of the show.

"Grand Ole Opry" has been a springboard for propelling country and Western songs and performers to success. The program's roster of musical hits has included "Cold, Cold Heart," "Tennessee Waltz," "Bye, Bye Love" and "Jealous Heart." Performers on the show whose record sales have exceeded the million mark include Roy Acuff, Don Gibson, Ferlin Husky, Ray Price, Marty Robbins, Hank Snow, Kitty Wells, and Faron Young.

The program's stars have toured the world to bring their distinctively American music to scores of countries. In the United States, "Grand Ole Opry" seems to have as many fans in the big cities as in rural areas. Its music -- like jazz -- is now considered by many to be a native American art form.

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NBC-New York, 11/12/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Nov. 23 - 29 (All Times EST)

Sunday, Nov. 23

6-7 p.m. -- "The Bell System Science Series" presents "The Strange Case of the Cosmic Rays," a glimpse of how the stars may affect man. The program features Richard Carlson and Dr. Frank Baxter.

7:30-8 p.m. -- "Northwest Passage" -- filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight's drama is titled "The Long Rifle."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Claudette Colbert, Jackie Cooper and singer Carol Hughes.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- One of Dinah's guests tonight is Roy Rogers.

Monday through Friday, Nov. 24 - 28

2-2:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" -- with Fred Robbins as emcee. (NOTE: This program will not be telecast on Nov. 27 due to NBC's Thanksgiving Day coverage of the Texas-Texas A&M football game.)

Monday, Nov. 24

7:30-8 p.m. -- "Tic Tac Dough" -- game program with Win Elliot as emcee.

10-10:30 p.m. -- "The Arthur Murray Party" starring Kathryn and Arthur Murray.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE

Wednesday, Nov. 25

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall." Milton is host tonight to Helen Traubel.

Thursday, Nov. 27

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as host.

Friday, Nov. 28

8-9 p.m. -- "Ellery Queen" -- mystery series starring George Nader as the famous writer-sleuth.

Saturday, Nov. 29

8-9 p.m. -- "The Perry Como Show" -- Perry's guests tonight are Ethel Merman, Marge and Gower Champion, composers Hugh Martin and Ralph Blane and singer Conway Twitty.

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NBC-New York, 11/12/58

NBC TRADE NEWS

November 13, 1958

NBC-TV NETWORK COVERAGE OF NATIONAL FOOTBALL LEAGUE CHAMPIONSHIP GAME IS COMPLETELY SOLD OUT

Television coverage of the National Football League Championship Game by the NBC-TV Network on Sunday afternoon, Dec. 28, is completely sold out, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

Philip Morris, Inc., has ordered one-half sponsorship of the sportscast, and Clinton Engines Corporation and Hygrade Food Products each has ordered one-quarter sponsorship.

The Leo Burnett Company, Inc., is the agency for Philip Morris, and W. B. Doner and Company represents Clinton Engines Corp. and Hygrade Food Products.

This year's contest between the champions of the Eastern and Western Conference of the NFL will originate in the park of the Eastern Conference titleholder.

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November 13, 1958

NBC OFFERS TO CONTRIBUTE TV EQUIPMENT TO ENABLE
BUFFALO UHF EDUCATIONAL STATION TO GET ON AIR

The National Broadcasting Company has offered to contribute television broadcasting equipment which will enable a UHF educational station in Buffalo, N. Y., to get on the air with basic transmitting and film-slide facilities, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC, and Harry C. Lautensack, Chairman of the Western New York Educational Association, Inc.

The equipment is part of the facilities of Station WBUF, the NBC owned station in Buffalo which suspended operations last September 30. Mr. Sarnoff said NBC will transfer the equipment to the Western New York Educational Association when the Association receives a construction permit for a station and is ready to proceed with construction.

"NBC has supported the cause of educational television in many ways, through the development of a variety of specialized program series transmitted to educational stations throughout the country and through other cooperative associations with these stations," Mr. Sarnoff said.

"There is every reason to believe that a UHF educational station in Buffalo could make a substantial contribution to the life of the community, and would have the great advantage of starting with the existing high level of UHF-equipped homes in Buffalo."

(more)

Mr. Sarnoff said NBC was pleased to note the progress made by the Western New York Educational Association toward establishing an educational station, and wanted to support and further the efforts in this direction.

"I hope that the contribution of this equipment will be the basis on which the Association's plans can be carried forward to successful conclusion," he said.

Mr. Lautensack said: "The Western New York Educational Association, Inc., very gratefully accepts the generous contribution of television broadcasting equipment from the National Broadcasting Company. The offer from National Broadcasting will be most helpful to the efforts of our Association to establish an educational TV facility to service Buffalo and Western New York. We are deeply grateful to NBC."

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NBC-New York, 11/13/58

NBC'S DON DURGIN TO SPEAK ON "THE MIXED-UP MEDIA MIX"

Don Durgin, Vice President, National Sales Manager, NBC Television Network, will address the San Francisco Advertising Club on Wednesday, Nov. 19. His topic will be "The Mixed-Up Media Mix" ("Or why advertisers are not more confused then they are about the relative value of different media").

On Tuesday, Nov. 18, Mr. Durgin will join a panel discussion on "The Status of TV Programming" at the Advertising Club of Oakland in Oakland, Calif.

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JULIE WILSON TO BE 'GIRL OF THE WEEK' ON 'TODAY'

Julie Wilson was signed late yesterday (Wednesday, Nov. 12) afternoon as "girl of the week" for NBC-TV Network's "Today" program Nov. 24-28. Just yesterday morning Miss Wilson was quoted in a syndicated column as saying "I've been trying to let the 'Today' people know I'm ready, that I'd be happy to get up at four in the morning..." "Today" was willing to give Julie a chance to be the show's "Girl Monday-through-Friday" for a week.

Miss Wilson, who for several years has been one of America's top cafe singers, has made two previous appearances on the "Today" show, once as singer and once as guest women's editor for a single day. She will be seen on television Thursday, Nov. 20, in the role of Bianca in "The Hallmark Hall of Fame" colorcast "Kiss Me, Kate" (NBC-TV Network, 9-10:30 p.m., EST).

"Today" is telecast Monday through Friday, 7-9 a.m., EST.

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NBC-New York, 11/13/58

DAVE GARROWAY RETURNING TO 'TODAY' NOV. 24

Dave Garroway -- television's favorite early bird -- returns to his accustomed spot behind the desk as star of NBC-TV Network's "Today" program Monday, Nov. 24.

Garroway, genial host of "Today" since the program bowed on Jan. 14, 1952, has been missing from the show since Oct. 23. That day he was felled by what his doctor called "physical exhaustion." He was hospitalized for several days and then went home for a complete rest.

"Today" program manager John Lynch said: "Dave's doctor said his schedule had been overcrowded lately and he shouldn't attempt to get back to his 'Today' activities until he was 100 per cent rested. We were anxious to have him back with us as soon as possible, but we wanted him well."

Regular cast members Jack Lescoulie, Frank Blair and Charles Van Doren assisted by a weekly guest women's page editor have been doing the host duties during Dave's absence from "Today."

"Today" is telecast on the NBC-TV Network, Monday through Friday, 7-9 a.m., EST.

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NBC-New York, 11/13/58

CAST AND CREDITS FOR 'HALLMARK HALL OF FAME' COLORCAST
PRODUCTION OF 'KISS ME KATE' ON NBC-TV NETWORK
THURSDAY, NOV. 20 (9-10:30 P.M., EST)

ALFRED DRAKE PATRICIA MORISON

in

"KISS ME, KATE"

by

Sam and Bella Spewack

Music and Lyrics

by

Cole Porter

Music under Direction of.....Franz Allers

Musical Numbers Staged by.....Ernest Flatt

Scenery by.....Warren Clymer

Costumes by.....Noel Taylor

Associate Producer.....Robert Hartung

Executive Producer.....MILDRED FREED ALBERG

Produced and Directed by.....GEORGE SCHAEFER

A MILBERG PRODUCTION

Starring

ALFRED DRAKE
as Frederick Graham
(Petruchio)

PATRICIA MORISON
As Lilli Vanessi
(Kate)

(more)

PRODUCTION OF "KISS ME KATE" ON NBC-TV NETWORK

THURSDAY, NOV. 20 (9:30-10:30 P.M., EST)

ALFRED DRAKE PATRICIA MORISON

in

"KISS ME, KATE"

by

Sam and Bella Spewack

Music and Lyrics

by

Cole Porter

Music under Direction of.....Morey Amsterdam

Musical Numbers Staged by.....Hanya Holm

Scenery by.....Warren Clymer

Costumes by.....Noel Taylor

Associate Producer.....Robert Marlowe

Executive Producer.....MILDRED FREED ALSBERY

Produced and Directed by.....GEORGE SCHAEFER

A NBC-TV PRODUCTION

Starring

ALFRED DRAKE
as Fredric Graham
(Baritone)

PATRICIA MORISON
as Lilli Vanessi
(Kate)

(more)

Co-starring

JULIE WILSON
as Lois Lane
(Bianca)

BILL HAYES
as Bill Calhoun
(Lucentio)

HARVEY LEMBECK
as Gunman

JACK KLUGMAN
as Gunman

With

PAUL McGRATH
as Harrison Howell

ROBINSON STONE
as Harry Trevor
(Baptista)

LEE CASS
as Gremio

JERRY DUANE
as Hortensio

EVA JESSYE
as Hattie

LEE RICHARDSON
as Ralph

LORENZO FULLER
as Paul

* * *

Lighting.....William Knight

Audio.....R. Philip Berge

Makeup.....Dick Smith

Hair Stylist.....Virginia Darcy

Associate Director.....Adrienne Luraschi

(more)

* * *

Technical Director.....Robert Long

Unit Manager.....Frank Evanella

Story Editor.....Tom H. Sand

Casting Director.....Berenice Weiler

* * *

Sponsor.....Hallmark Cards

Agency.....Foote, Cone & Belding

THE STORY

"Kiss Me, Kate" is a story of showbusiness -- a musical love story of the eternal serio-comic battle of male and female played against the events of an opening night of the tryout of a musical version of Shakespeare's "The Taming of the Shrew" at Ford's Theater in Baltimore. The entire action takes place in and around the theater, starting at a late afternoon run-through on bare stage and winding up at midnight in full panoply.

The Spewacks have used a play-within-a-play format. It is the backstage tale of a divorced couple, both of them vainglorious musical comedy stars, still in love. Their riotous romance and reconciliation parallel the on-stage romantics of Shakespeare's sharp-tongued lovers, Petruchio and Kate.

* * *

SCENE SEQUENCE

ACT ONE Stagedoor Alley

Backstage and Stage

Song: "Another Op'nin'"

Backstage

(more)

Dwight Thompson.....Green Grassella

Stacy Grifton.....Lou Ann

Dancing Director.....Ramona Taylor

* * *

Composer.....Clifford Grant

Agency.....Tolles, Cook & Martin

THE STORY

"Take Me, Kate" is a story of showbusiness -- a musical love of the eternal merry-go-round battle of male and female played the worlds of an opening night at the legend of a musical of Shakespeare's "The Taming of the Shrew" at Poole Theatre Tidmarsh. The entire action takes place in and around the theatre ng at a late afternoon rehearsal to date after and leading to night to full gallop.

The composer hard hard a tuneful-melody tempo. It is the age talk of a gigantic venture, some of them outrageous musical scene, still in love. Their problems humorous and tremendiffic of the on-stage romantics of Shakespeare's world-inspired lovers, rio and Kate.

* * *

SCENE SUMMARY

ACT ONE Backstage Alley

Backstage and Stage

Scene: "Sunrise Opening"

Backstage

Backstage

SCENE SEQUENCE
(Cont'd)

ACT ONE (Cont'd)

Lois' Dressing Room

Song: "Why Can't You Behave?"

Car Outside Stagedoor Alley

Fred and Lilli's Dressing Rooms

Lilli's Dressing Room

Song: "Wunderbar"

Fred's Dressing Room

Lilli's Dressing Room

Song: "So in Love"

Fred's Dressing Room

Lilli's Dressing Room

Song: "Another Op'nin'"

ACT TWO

Stage (Show-within-show begins)

Song: "We Open in Venice"

Song: "Tom, Dick or Harry"

Song: "I've Come to Wive It Wealthily in Padua"

Song: "I Hate Men"

Wings and Backstage

Fred's Dressing Room

Lilli's Dressing Room

Fred's Dressing Room

Lilli's Dressing Room

Stage (Show-within-show)

Dance: Tarantella

Song: "Kiss Me, Kate"

(more)

ACT ONE
(cont'd)

Lola: Dressing Room

Song: "Why Don't You Behave?"

Sam Outside Dressing Alley

Fred and Lillie Dressing Room

Lillie Dressing Room

Song: "Tea-Leaf"

Nicole Dressing Room

Lillie Dressing Room

Song: "Do It Again"

Nicole Dressing Room

Lillie Dressing Room

Song: "Another Opening!"

ACT TWO Stage (Show-within-show begins)

Song: "We Open In Venice"

Song: "Why Dick or Harry"

Song: "Live Case to Why- It Beginning In Paris"

Song: "I Have Been"

Wings and Backstage

Fred's Dressing Room

Lillie's Dressing Room

Nicole Dressing Room

Lillie's Dressing Room

Stage (Show-within-show)

Dance: Impossibility

5 - Cast and Credits for 'Kiss Me, Kate'

ACT THREE: Stage (Show-within-show)

Song: "Where Is the Life That Late I Led?"

Wings and Backstage

Lois' Dressing Room

Song: "Always True to You in My Fashion"

Lilli's Dressing Room

Fred's Dressing Room and Backstage Hall

Song: "So in Love"

Stage (Show-within-show)

Song: "Brush up Your Shakespeare"

Dance: Pavane

Song: "Women Are So Simple"

"Shrew" Finale

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NBC-New York, 11/13/58

ACT TWOOO: STAGE (Show-within-show)

Song: "Where Is She Life That Looks Like I Look"

Witch and Ladyfriends

Tale: Dressing Room

Song: "Always Time to Kiss in My Fashion"

Lilli's Dressing Room

Grab'n Dressing Gown and Impulsive Call

Song: "In Love"

Stage (Show-within-show)

Song: "Brush up Your Shakespeare"

Dancers Varying

Song: "Brush Are to Simple"

"Bloom" Finale

NEW-New York, 1/1/93

NBC COLOR TELEVISION NEWS

BOB FINKEL TO PRODUCE FOUR EDDIE FISHER COLORCASTS

NBC producer Bob Finkel has been assigned to produce and stage four of the upcoming "Eddie Fisher Show" colorcasts (NBC-TV Network, alternate Tuesdays, 8-9 p.m., EST). Finkel, who has been producer of "The Ford Show" was, for two years, producer of "The Perry Como Show" in New York. Finkel's duties on "The Ford Show" are being taken over by executive producer Cliffie Stone.

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THE TRENIERS, DAVID ROSE ORCHESTRA ADDED TO 'THE DEAN MARTIN SHOW'

The singing group The Treniers and David Rose and his Orchestra will be members of the starring cast of "The Dean Martin Show" Saturday, Nov. 22 (NBC-TV Network colorcast, 10-11 p.m., EST). Previously announced for the color "special" are guests Bing Crosby and Phil Harris.

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NBC-New York, 11/13/58

NBC SPOT SALES

News

NBC SPOT SALES TIMEBUYER OPINION PANEL ISSUES
REPORT ON 'VISITS BY STATION MANAGEMENT'

Television and radio station executives planning visits to advertising agency timebuyers can profit by the information and suggestions contained in the current report from the NBC Spot Sales Timebuyer Opinion Panel, Thomas B. McFadden, Vice President for NBC Spot Sales, said today.

This report on "Visits by Station Management" analyzes the responses of 254 panel members who are employed by 173 different advertising agencies or offices in every section of the country. It also includes specific comments by many panelists and a "Guide to Good Visiting" which lists "do's" and "don't's" based upon the panelists' own views.

Mr. McFadden said the report is "required reading" for station executives. "If they allow themselves to be guided by it, they will undoubtedly gain a new effectiveness in their sales efforts," he said. "Timebuyers will benefit, too, because future visits will be more concise, more informative and generally more meaningful."

Here are highlights of the survey:

Although selling national spot radio and television advertising is a function delegated by stations to their national representatives, panelists employed by the larger agencies (with billings

(more)

of $5,000,000 or more in broadcast media) reported an average of 16 visits from station executives monthly, while those in the smaller agencies reported an average of 12 visits. The difference is accounted for entirely by executives representing TV rather than radio stations.

These visits are made, first, to acquire new business (according to 80 per cent of the panelists) and, second, to update station and market information (according to 50 per cent). Three additional reasons (noted by slightly more or less than a third of the panel) are: to service existing schedules, to acquire renewal orders, and to report station merchandising or promotion support.

The visits are "always or frequently helpful," 61 per cent said, and "sometimes helpful," 37 per cent reported. Moreover, one out of four respondents acknowledged that the calls "frequently" influenced their buying decisions, whereas 95 per cent stated that the calls "at least sometimes" influenced decisions.

Although 96 per cent reported seeing formal station or market presentations, only 27 per cent said they see such presentations with any degree of frequency. Almost every respondent (98 per cent) said he is given specific client proposals at least "sometimes," and more than half of the panel said that station executives make specific proposals "always or frequently."

According to the survey, station executives do not "sell" the overall values of the medium they represent with great frequency. That is, they do not emphasize the values of radio as opposed to television, television as opposed to radio, or either one as opposed to local newspapers. Twenty-one percent reported that executives sell the concept of spot broadcasting "always or frequently," 50 per cent said "sometimes" and 28 per cent said "never."

(more)

Much as the practice of disparaging competitive stations is deplored, it apparently is done fairly often. This kind of "negative selling" is employed by the visiting executives "always or frequently," 24 per cent reported, and "sometimes," according to 64 per cent. Only 11 per cent of the panel said that executives never "knock" their competition.

Providing new and valuable information to the timebuyer is undoubtedly the forte of the visiting station executive and the major source of service beyond that provided by the national representative. Almost three out of five panelists (58 per cent) reported that executives always or frequently provide them with information they did not have before about the market, station, competition or talent. An additional 40 per cent said they sometimes receive such information.

The three benefits of management visits which were mentioned the most are: increased knowledge of the market (listed by 45 per cent of the panel); increased knowledge of the station (28 per cent), and the establishment of personal relationships (25 per cent).

The five major complaints that timebuyers have about the visiting executives are: taking too much time (22 per cent); visiting without a specific purpose (14 per cent); coming without an appointment (12 per cent); being unaware of client problems (11 per cent), and having insufficient information (10 per cent). "In fairness to station executives everywhere, 19 per cent of our panelists have absolutely no complaint about them," the report states.

"In light of the industry's 'heavy buying periods,' it is somewhat surprising to learn that more than three out of five panelists (64 per cent) claim it makes no difference to them when they are

(more)

visited by station executives," the report continues. "Among panelists who signify that certain months are more convenient than others, May, June and July are the most favored, September, October and December the most inconvenient. Interestingly, in the major advertising centers (New York, Chicago-Milwaukee and Los Angeles-San Francisco) and among the larger agencies, February replaces May as one of the three most convenient months."

A total of 28 per cent of the panelists said they always or frequently suggest that the station executive call on a client, or approve his desire to do so. However, three out of four panelists said they do not approve of calls on their clients without their prior knowledge.

A copy of the complete report may be obtained from NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.

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NBC-New York, 11/14/58

NBC COLOR TELEVISION NEWS

November 14, 1958

MUSIC AND FUN TO THE FORE ON 'DEAN MARTIN SHOW' WITH BING CROSBY, PHIL HARRIS, TRENIERS, DAVID ROSE BAND

Music and merriment will be the theme of "The Dean Martin Show" on Saturday, Nov. 22 (NBC-TV Network colorcast, 9-10 p.m., EST) from the opening song "Now You Have Jazz" to the closing tune "Now You Has Guests." The guests to whom the tune refers will be Bing Crosby, Phil Harris, the Treniers and David Rose and his Orchestra.

Dean Martin will sing "What'll I Do?" "All By Myself," "Just in Time," "They Didn't Believe Me," "I'm Gonna Sit Right Down and Write Myself a Letter," and the Italian lyrics to "Volare." Crosby and Harris then will join Martin in a comedy translation into English of "Volare."

The Treniers singing group will present a special selection and provide choral backing for several of Martin's solos.

Crosby will sing "Gigi" and Harris will offer his version of the folk tune "John Henry." Martin and Harris will team up for "Whoopee" after which Crosby will join Martin for a medley of songs made famous by Bing, including "I Surrender Dear," "Just One More Chance," "Learn to Croon," "Lazybones," "June in January," "Love in Bloom," "Love Is Just Around the Corner," "Easy to Remember," and "Sweet Leilani."

(more)

Jack Donohue will produce and direct "The Dean Martin Show" which will be written by Herb Baker. Timex Watches is the sponsor of of the show, through the Peck Advertising Agency, Inc.

* * *

CREDITS FOR 'THE DEAN MARTIN SHOW' COLORCAST SATURDAY, NOV. 22

(NBC-TV Network, 9-10 p.m., EST)

STAR:	Dean Martin.
GUEST STARS:	Phil Harris, the Treniers and David Rose and his Orchestra.
SPECIAL GUEST STAR:	Bing Crosby.
PRODUCER-DIRECTOR:	Jack Donohue.
WRITER:	Herbert Baker.
MUSICAL DIRECTOR:	David Rose.
PRODUCTION ASSISTANT:	Marian Rees.
UNIT MANAGER:	Don Van Atta.
PROGRAM SUPERVISOR:	George Schlatter.
ART DIRECTOR:	Raphael Bretton.
COSTUMES:	Ray Aghayan.
TECHNICAL DIRECTOR:	Joe Conn.
SPONSOR:	Timex Watches.
AGENCY:	Peck Advertising Agency, Inc.
POINT OF ORIGINATION:	NBC-TV Studios, Burbank, Calif.
NBC PRESS CONTACTS:	Doug Duitsman, (Hollywood); Betty Lanigan, (New York)

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NBC-New York, 11/14/58

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE STRANGE CASE OF THE COSMIC RAYS' ON NBC-TV NETWORK

TITLE:	"The Strange Case of the Cosmic Rays"
SERIES:	Bell System Science Series.
TIME:	Sunday, Nov. 23 (NBC-TV Network colorcast, 6-7 p.m., EST).
FORMAT:	A one-hour color film tracing the story of the discovery and research on cosmic rays, using narration, animation, exposition and laboratory experiments.
STARS:	Dr. Frank Baxter and Richard Carlson.
ANIMATION:	Shamus Culhane Productions
PRODUCER-DIRECTOR:	Frank Capra.
WRITERS:	Frank Capra and Jonathan Latimer.
MUSIC SUPERVISOR:	Raoul Kraushar.
PRINCIPAL ADVISER:	Dr. Carl D. Anderson, California Institute of Technology.
ASSOCIATE ADVISERS:	Dr. Bruno Rossi, Massachusetts Institute of Technology; and Dr. Marcel Schein, U. of Chicago.
ANNOUNCER:	Tom Shirley.
SPONSOR:	The Bell Telephone Companies.
AGENCY:	N. W. Ayer and Son, Inc.
NBC PRESS REPRESENTATIVE:	Leonard Meyers, NBC, New York.
ORIGINAL TELECAST:	Oct. 25, 1957.

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NBC-New York, 11/14/58

NBC FEATURE

'TODAY' VIEWERS IN 37 STATES--GOOD SCOUTS ALL--
WRITE IN CASTING SUGGESTIONS TO JOSH LOGAN

An impromptu remark by Broadway and Hollywood producer-director Josh Logan on NBC-TV Network's "Today" Friday, Nov. 7, gave viewers a seldom-offered chance to become talent scouts. To date more than 500 viewers in 37 states have written to Mr. Logan in care of "Today" suggesting likely candidates for a part being cast.

It came about this way: On Friday, the show's "girl-of-the-week" -- Roberta MacDonald -- interviewed Mildred Savage about her first novel, "Parrish." Mrs. Savage reported she had sold the novel to Warner Brothers for a film version at "the record price for a first novel of $250,000." Furthermore, she said, Josh Logan would produce and direct the picture.

Also, on the same program, there was a filmed interview with Logan about his forthcoming assignments on "Parrish." He said he was looking for fresh talent to play the title role of a young, virile man -- 18 to 23 -- "the type you might expect to find working in a tobacco field."

Near the close of the interview he turned to the camera and made an open invitation for "Today" viewers to write to him either in in care of "Today" or Warner Brothers "boosting" someone they thought could fill the role.

(more)

On Monday morning there were 333 letters waiting for Mr. Logan, and on subsequent days scores more -- suggesting farm boys with no previous experience, experienced and not-established young actors, members of the armed services and "just sons of whom parents are proud."

"Today" reporter Maurie Robinson, who conducted the Logan interview, said: "I don't know how Warner Brothers office is doing with its mail, but if it compares with ours, Mr. Logan will be occupied for several months before getting to the semi-finals. I hope "Today" has been of help in casting the role."

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NBC-New York, 11/14/58

NBC TELEVISION NEWS

November 17, 1958

MENASHA SKULNIK TO STAR IN 'OMNIBUS' COMEDY SPOOFING PSYCHIATRY

- - -

Heads Notable Cast for 'The So-Called Human Race,' Written By George Panetta Especially for NBC-TV Network Program

Menasha Skulnik, the popular comedian of the Broadway and Yiddish stage, will star in "The So-Called Human Race," an original comedy spoofing psychiatry, on "Omnibus" Sunday, Nov. 23 (5 to 6 p.m., EST), on the NBC-TV Network. George Panetta, author of the off-Broadway play "Comic Strip," has written the new comedy especially for "Omnibus."

Skulnik will portray Mike Downstairs, amateur psychiatrist to the neighbors, whose well-meaning explorations into the jungles of the id, ego and super-ego yield surprising and rib-tickling results in the cast of a lad whose problem has been diagnosed by the analyst-without-portfolio as "a short-father complex."

The star, whose Broadway appearances include "The Fifth Season," "Uncle Willie" and "The Flowering Peach," will be supported by a cast that includes Kay Medford, Walter Abel, Jerome Cowan and Tom Pedi. Ruth Rawson and Gordon Rigsby will direct.

(more)

"Omnibus," telecast on alternate Sundays, is sponsored by Aluminium Ltd., and is produced by Robert Saudek Associates. Alistair Cooke is the host.

CAST FOR 'THE SO-CALLED HUMAN RACE'

Mike Downstairs.....Menasha Skulnik
Jennie Pope.....Kay Medford
Sam Pope.....Arne Freeman
Harry Pope.....Michael Pollard
Dr. Montefusco.....Walter Abel
Bolo.....Tom Pedi
Judge.....Jerome Cowan
Marietta.....Margo Bennett
Counsel A.....Peter Turgon
Counsel B.....Joe Elic
Carmella Bellasanta.....Augusta Merighi
Clerk.....Phil Kramer

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NBC-New York, 11/17/58

NBC FEATURE

November 17, 1958

THEME MUSIC FOR NBC-TV NETWORK SHOWS

"That song is familiar, but what's it called again...?" It's a common question -- so, for the information of TV viewers, here is a list of theme music on many of the NBC-TV Network's shows:

"Alcoa Theatre" and "Goodyear Theater" -- Alcoa: "Alcoa Theme" by Glenn Osser (Ascher Publishers); and "You Are on My Mind" (Associate Recording). Goodyear: "Salute to Industry," by Mamorsky (Broude Bros. Publishers).

"Arthur Murray Party" -- "Tales of the Vienna Woods," arranged by Ray Carter (G.I. Music).

"Milton Berle Starring in the Kraft Music Hall" -- original music.

"The Bob Cummings Show" -- "A Romantic Guy I" by Frank Stanton.

"The Bob Hope Buick Show" -- "Thanks for the Memory" by Ralph Rainger and Leo Robbin.

"Brains and Brawn" -- Original music by Louis A. Garisto.

"The Californians" -- "I've Come to California" by Harold Adamson and Harry Warren.

"The Catholic Hour" -- "Oh God of Loveliness" and "Holy God, We Praise Thy Name."

(more)

Gillette Cavalcade of Sports" -- "Look Sharp March," by Mahlon Merrick.

"Chevy Show" -- "See the U. S. A. In Your Chevrolet."

"Circus Boy" -- "The Circus Is Coming" by Hal Hopper.

"Continental Classroom" -- "Machine Shop."

"County Fair" -- "County Fair" by Bill Gayle and John Hines (Gala Music).

"Concentration" -- "Concentration" by Paul Taubman (Melody Music Publishers).

"Cimarron City" -- "Cimarron City" by Stanley Wilson, (Marlen Music Co.).

"Detective's Diary" -- "Motor Music" by Astley.

"Dinah Shore Chevy Show" -- "See the U. S. A. in Your Chevrolet."

"Dough Re Mi" -- "Dough Re Mi," by Paul Taubman (Melody Music Publishers) and "Never Heard You Say I Love You" (Melody Music Publishers).

"Dragnet" -- "Dragnet Theme," by Walter Schumann.

"The Eddie Fisher Show" -- "As Long as there's Music," by Styne and Cahn (T.B. Harms, publisher).

"The Ford Show" -- "Happy Theme" by Walter Schumann (opening theme). "Bless Your Pea Pickin' Heart," by Harry Geller (closing theme).

"From These Roots" -- "Prelude in D," by Clarke Morgan.

"Frontiers of Faith" -- "Village Church."

"Fury" -- "Fury," by Newman and Gold.

"The George Gobel Show" -- Original music by Frank Deisol.

(more)

3 - Theme Music

"Haggis Baggis" -- "Haggis Baggis" by Erwin Drake, Lindabet Music.

"Hallmark Hall of Fame" -- "Dream of Olwen" by Williams.

"Howdy Doody" -- "It's Howdy Doody Time" by Kean and Smith.

"It Could Be You" -- "Who?" by Kearn, Hammerstein and Harbach.

"Jack Paar Show" -- "That's Entertainment," "It's Good to Be Alive," and "Moonstone."

"NBC Kaleidoscope" (News) -- "Carlsbad Caverns" by Brock.

"The Loretta Young Show" -- "Dear Loretta" by Harry Lubin.

"Masquerade Party" -- "The Comedians Galop" by Dmitri Kabelevsky.

"Meet the Press" -- "Epic Story."

"M Squad" -- "M Squad Title Music" by Stanley Wilson.

"NBC News" -- "March of Transportation" by Shaindlin.

"Omnibus" -- "Manhattan Silhouette" by Philip Lang (Lawson-Gould, publishers).

"People Are Funny" -- "People Are Funny" by Bill Bates.

"Perry Como Show" -- "Dream Along With Me" -- opening "You're Never Far Away" -- closing (both songs by Robert Allen and Allen Roberts).

"Peter Gunn" -- Original music by Hank Mancini.

"The Price Is Right" -- "Sixth Finger Tune" by Strouse (Liberty Publishers).

"The Restless Gun" -- "Restless Gun" by Mort Greene, Dave Kahn and Melvyn Lenard.

"Saber of London" -- "Saber of London" by Alber Elms.

(more)

"Wallmen Hall of Fame" -- "Tower of Power" by Billy Joel.

"Dusty Bones" -- "All Dusty Tools Have" by Dave and Dedri.

"It Could Be You" -- "Who" by Kenny Chesney/Brad Paisley.

"Door Into Room" -- "Don't Surrender" "It's Good to Be" and "Moonbeam".

"Not Satisfied Up" (Tom) -- "Wounded Dove" by Jewel.

"The Tooting Sound Down" -- "Deep Inside" by Bruce Lundvall.

"Hangover Party" -- "The Sweetness Going" by Lucinda Williams.

"Best Line Dance" -- "Big Chief".

"A Squad" -- "A Squad Like Mine" by Blending Spirits.

"Not Mine" -- "Words of Consolation" or "Beautiful".

"Curtains" -- "Whatever Happened" or "Walk Away (Lonesome Lullaby)".

"Beside Her Song" -- "Where Are Those" by Tall Texan.

"Funny Side Down" -- "Three Long Years" — Dynamic Duo.

"Never Not Away" -- Alternate (with Tomas) by James Alley and Bevill).

"Prime Time" -- Original music by Dave Dennis.

"The Place Is Alive" -- "Lucky Charms Time" by Jeremy Daniel (Multiplex).

"The Sunshine Man" -- "Mistress and" by Mark Grimmer, Dave Delaney (Jeremy Howard).

4 - Theme Music

"Shirley Temple's Storybook" -- "Dreams Are Made for Children" by Mack David and Jerry Livingston.

"Steve Allen Show" -- You're the One for Me" and "Impossible," both composed by Steve Allen (and published by Rosemeadow).

"Steve Canyon" -- "The Space March" by Walter Schumann.

"Tales of Wells Fargo" -- "Tales of Wells Fargo" by Mort Greene and Stanley Wilson.

"The Thin Man" -- "The Thin Man Theme" by Johnny Green.

"This Is Your Life" -- "This Is Your Life" by Alexander Laszlo.

"Tic Tac Dough" -- "Tic Tac Dough" by Paul Taubman and Carl Sigman (Melody Music Publishers).

"Today" -- "Sentimental Journey" by T. R. Green (Brown and Homer).

"Today Is Ours" -- "Brown Prelude" by Charles Paul (Ascher Publishers).

"Treasure Hunt" -- "On With the Show" and "Treasure Hunt" by George Brackman (Margo Publishers).

"True Story" -- "Opening Panoramic" opening, "Blue Mink," closing.

"Truth or Consequences" -- "Merrily We Roll Along" and "Good Night Ladies," both by Ivan Ditmars.

"Wagon Train" -- "Wagon Train" by Henri Rene and Bob Russell.

"You Bet Your Life" -- "Somebody Like You" by Myers and Tobias.

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NBC-New York, 11/17/58

TELEVISION NEWS

November 17, 1958

MENASHA SKULNIK TO STAR IN 'OMNIBUS' COMEDY SPOOFING PSYCHIATRY

- - -

Heads Notable Cast for 'The So-Called Human Race,' Written By George Panetta Especially for NBC-TV Network Program

Menasha Skulnik, the popular comedian of the Broadway and Yiddish stage, will star in "The So-Called Human Race," an original comedy spoofing psychiatry, on "Omnibus" Sunday, Nov. 23 (5 to 6 p.m., EST), on the NBC-TV Network. George Panetta, author of the off-Broadway play "Comic Strip," has written the new comedy especially for "Omnibus."

Skulnik will portray Mike Downstairs, amateur psychiatrist to the neighbors, whose well-meaning explorations into the jungles of the id, ego and super-ego yield surprising and rib-tickling results in the cast of a lad whose problem has been diagnosed by the analyst-without-portfolio as "a short-father complex."

The star, whose Broadway appearances include "The Fifth Season," "Uncle Willie" and "The Flowering Peach," will be supported by a cast that includes Kay Medford, Walter Abel, Jerome Cowan and Tom Pedi. Ruth Rawson and Gordon Rigsby will direct.

(more)

"Omnibus," telecast on alternate Sundays, is sponsored by Aluminium Ltd., and is produced by Robert Saudek Associates. Alistair Cooke is the host.

CAST FOR 'THE SO-CALLED HUMAN RACE'

Mike Downstairs.....Menasha Skulnik
Jennie Pope.....Kay Medford
Sam Pope.....Arne Freeman
Harry Pope.....Michael Pollard
Dr. Montefusco.....Walter Abel
Bolo.....Tom Pedi
Judge.....Jerome Cowan
Marietta.....Margo Bennett
Counsel A.....Peter Turgon
Counsel B.....Joe Elic
Carmella Bellasanta.....Augusta Merighi
Clerk.....Phil Kramer

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NBC-New York, 11/17/58

NBC FEATURE

November 17, 1958

THEME MUSIC FOR NBC-TV NETWORK SHOWS

"That song is familiar, but what's it called again...?" It's a common question -- so, for the information of TV viewers, here is a list of theme music on many of the NBC-TV Network's shows:

"Alcoa Theatre" and "Goodyear Theater" -- Alcoa: "Alcoa Theme" by Glenn Osser (Ascher Publishers); and "You Are on My Mind" (Associate Recording). Goodyear: "Salute to Industry," by Mamorsky (Broude Bros. Publishers).

"Arthur Murray Party" -- "Tales of the Vienna Woods," arranged by Ray Carter (G.I. Music).

"Milton Berle Starring in the Kraft Music Hall" -- original music.

"The Bob Cummings Show" -- "A Romantic Guy I" by Frank Stanton.

"The Bob Hope Buick Show" -- "Thanks for the Memory" by Ralph Rainger and Leo Robbin.

"Brains and Brawn" -- Original music by Louis A. Garisto.

"The Californians" -- "I've Come to California" by Harold Adamson and Harry Warren.

"The Catholic Hour" -- "Oh God of Loveliness" and "Holy God, We Praise Thy Name."

(more)

Gillette Cavalcade of Sports" -- "Look Sharp March," by Mahlon Merrick.

"Chevy Show" -- "See the U. S. A. In Your Chevrolet."

"Circus Boy" -- "The Circus Is Coming" by Hal Hopper.

"Continental Classroom" -- "Machine Shop."

"County Fair" -- "County Fair" by Bill Gayle and John Hines (Gala Music).

"Concentration" -- "Concentration" by Paul Taubman (Melody Music Publishers).

"Cimarron City" -- "Cimarron City" by Stanley Wilson, (Marlen Music Co.).

"Detective's Diary" -- "Motor Music" by Astley.

"Dinah Shore Chevy Show" -- "See the U. S. A. in Your Chevrolet."

"Dough Re Mi" -- "Dough Re Mi," by Paul Taubman (Melody Music Publishers) and "Never Heard You Say I Love You" (Melody Music Publishers).

"Dragnet" -- "Dragnet Theme," by Walter Schumann.

"The Eddie Fisher Show" -- "As Long as there's Music," by Styne and Cahn (T.B. Harms, publisher).

"The Ford Show" -- "Happy Theme" by Walter Schumann (opening theme). "Bless Your Pea Pickin' Heart," by Harry Geller (closing theme).

"From These Roots" -- "Prelude in D," by Clarke Morgan.

"Frontiers of Faith" -- "Village Church."

"Fury" -- "Fury," by Newman and Gold.

"The George Gobel Show" -- Original music by Frank Deisol.

(more)

"Haggis Baggis" -- "Haggis Baggis" by Erwin Drake, Lindabet Music.

"Hallmark Hall of Fame" -- "Dream of Olwen" by Williams.

"Howdy Doody" -- "It's Howdy Doody Time" by Kean and Smith.

"It Could Be You" -- "Who?" by Kearn, Hammerstein and Harbach.

"Jack Paar Show" -- "That's Entertainment," "It's Good to Be Alive," and "Moonstone."

"NBC Kaleidoscope" (News) -- "Carlsbad Caverns" by Brock.

"The Loretta Young Show" -- "Dear Loretta" by Harry Lubin.

"Masquerade Party" -- "The Comedians Galop" by Dmitri Kabelevsky.

"Meet the Press" -- "Epic Story."

"M Squad" -- "M Squad Title Music" by Stanley Wilson.

"NBC News" -- "March of Transportation" by Shaindlin.

"Omnibus" -- "Manhattan Silhouette" by Philip Lang (Lawson-Gould, publishers).

"People Are Funny" -- "People Are Funny" by Bill Bates.

"Perry Como Show" -- "Dream Along With Me" -- opening "You're Never Far Away" -- closing (both songs by Robert Allen and Allen Roberts).

"Peter Gunn" -- Original music by Hank Mancini.

"The Price Is Right" -- "Sixth Finger Tune" by Strouse (Liberty Publishers).

"The Restless Gun" -- "Restless Gun" by Mort Greene, Dave Kahn and Melvyn Lenard.

"Saber of London" -- "Saber of London" by Alber Elms.

(more)

4 - Theme Music

"Shirley Temple's Storybook" -- "Dreams Are Made for Children" by Mack David and Jerry Livingston.

"Steve Allen Show" -- You're the One for Me" and "Impossible," both composed by Steve Allen (and published by Rosemeadow).

"Steve Canyon" -- "The Space March" by Walter Schumann.

"Tales of Wells Fargo" -- "Tales of Wells Fargo" by Mort Greene and Stanley Wilson.

"The Thin Man" -- "The Thin Man Theme" by Johnny Green.

"This Is Your Life" -- "This Is Your Life" by Alexander Laszlo.

"Tic Tac Dough" -- "Tic Tac Dough" by Paul Taubman and Carl Sigman (Melody Music Publishers).

"Today" -- "Sentimental Journey" by T. R. Green (Brown and Homer).

"Today Is Ours" -- "Brown Prelude" by Charles Paul (Ascher Publishers).

"Treasure Hunt" -- "On With the Show" and "Treasure Hunt" by George Brackman (Margo Publishers).

"True Story" -- "Opening Panoramic" opening, "Blue Mink," closing.

"Truth or Consequences" -- "Merrily We Roll Along" and "Good Night Ladies," both by Ivan Ditmars.

"Wagon Train" -- "Wagon Train" by Henri Rene and Bob Russell.

"You Bet Your Life" -- "Somebody Like You" by Myers and Tobias.

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NBC-New York, 11/17/58

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 18, 1958

GILLETTE TO SPONSOR BLUE-GRAY AND ROSE BOWL GRIDIRON CLASSICS ON NBC-TV AND RADIO NETWORKS

The Gillette Safety Razor Company has purchased full sponsorship of the coverage of two annual football classics -- the Blue-Gray Game Saturday, Dec. 27 (1:45 p.m., EST) and the Rose Bowl Game New Year's Day, Thursday, Jan. 1 (4:45 p.m., EST) on the NBC-TV and Radio Networks, it was announced today.

This will be the fifth consecutive year that Gillette has sponsored the Blue-Gray Game on NBC-TV and the third consecutive year on NBC Radio, and the eighth consecutive year the advertiser has sponsored NBC's dual coverage of the Rose Bowl Game. The advertising agency for Gillette is Maxon, Inc.

The Blue-Gray Game, played in Cramton Bowl at Montgomery, Ala., features outstanding football players from colleges North and South of the Mason-Dixon line. The Rose Bowl Game at Pasadena, Calif., will match the champions of the Big Ten and Pacific Coast Conferences.

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NBC TRADE NEWS

November 18, 1958

BROWN AND WILLIAMSON RENEWAL (FOR VICEROY) OF 'NBC NEWS-ON-THE-HOUR' HEADS BRISK SALES WEEK ($1,260,000 NET REVENUE) ON NBC RADIO NETWORK

Highlighting one of NBC Radio's most active sales weeks in 1958, Brown and Williamson Tobacco Corporation in behalf of Viceroy Cigarettes has renewed quarter-sponsorship of "NBC News-on-the-Hour" for 52 weeks, Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network announced today. The renewal and four new orders total $1,260,000 in net revenue for NBC Radio.

The Viceroy order, effective Dec. 29, was placed through Ted Bates and Company, Inc.

Life Magazine, through Young and Rubicam, Inc., ordered quarter-sponsorship of "NBC News-on-the-Hour" for the week of Dec. 15.

The Gillette Company ordered sponsorship of two outstanding post-season football games -- the Blue-Gray Game on Dec. 27 and the Rose Bowl Game on New Year's Day. The agency is Maxon, Inc.

Seeman Brothers, Inc., for Air-Wick, has purchased a saturation campaign of 30-second and 6-second announcements in "Monitor" on the first three weekends in December. The order was placed through Foote, Cone and Belding.

Renuzit Home Products Company has ordered a campaign in "Bert Parks' Bandstand" which will begin in January. The order was placed through Arndt, Preston, Chapin, Lamb and Keen, Inc., Philadelphia.

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BROADCAST EXECUTIVES CLUB OF NEW ENGLAND TO MARK 'NBC DAY'

The Broadcast Executives Club of New England will observe "NBC Day" Thursday, Nov. 20 at the Vendome Hotel in Boston.

The NBC Radio Network will be represented by George A. Graham, Jr., Director of Sales Planning, who will speak on NBC Radio's "engineered circulation" concept and its increasing importance in network radio. The title of his talk is "Customers Are Consumers, Too."

Mr. Graham will be accompanied by the comedy team of Bob and Ray and by "Miss Monitor" (Tedi Thurman). Bob and Ray (Bob Elliott and Ray Goulding) will present a comedy vignette in the vein of their "Stardust" segments on the NBC Radio Network.

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NBC-New York, 11/18/58

November 18, 1958

HEADLINERS TO PARTICIPATE IN MACY'S THANKSGIVING DAY PARADE;
THREE NBC-TV WESTERN STARS, ON HORSEBACK, WILL LEAD

Three NBC-TV Western stars, on horseback, will lead off the line of march in Macy's Thanksgiving Day parade, to be telecast Thursday, Nov. 27 (11 a.m. to 12 Noon, EST) over the NBC-TV Network.

They are Robert Horton of "Wagon Train," George Montgomery of "Cimarron City" and Dale Robertson of "Tales of Wells Fargo."

Following the Western stars, in order of march, will be these other headliners:

Dick Clark, riding with Macy's Cinderella Queen, on the Cinderella Float.

Ginger Rogers, on the lavish Flower Float.

Russ Tamblyn, co-star of the movie "Tom Thumb," performing on the trampolin and riding on the Tom Thumb Float.

Benny Goodman and his Sextet, on the Swing Float, performing en route.

The Radio City Music Hall Rockettes on the Music Hall Float, and later dancing before the cameras in Herald Square.

Dolores Hart, featured in "The Pleasure of His Company" on Broadway, riding on the Mother Goose Float.

TV star Johnny Jellybean stunt-performing on the Circus Float.

(more)

Richard Eyer, 14-year-old co-star of the movie, "Seventh Voyage of Sinbad," on the Arabian Nights Float.

Ed Herlihy, host of WRCA's "Guest of Honor," dressed as the engineer of the Toyland Ideal Float.

And Charles Ruggles, also starring in "The Pleasure of His Company," riding as King Cole on the King Cole Float.

As usual, the biggest celebrity of all -- Santa Claus -- will wind up the Macy's parade order of march.

Bert Parks and Frank Blair are co-emcees for the telecast. Parks emcees "County Fair" and "Masquerade Party" on the NBC-TV Network and "Bert Parks' Bandstand" on the NBC Radio Network. Blair, of NBC News, is a communicator on NBC Radio's "Monitor" and news editor of NBC-TV's "Today."

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NBC-New York, 11/18/58

'BUCKSKIN' TO START NEW SERIES OF EPISODES NOV. 28

A new series of filmed "Buckskin" episodes will start with "A Picture of Pa" Friday, Nov. 28 (NBC-TV Network, 7:30 p.m., EST). This Fall seven of the filmed episodes that brought the new show wide popularity have been repeated.

Tommy Nolan stars as 10-year-old Jody, Sallie Brophy portrays his mother, Mrs. Annie O'Connell, who runs a boarding house in a Montana frontier town and Michael Road plays Marshall Sellers.

Robert Bassler is producer of "Buckskin." This episode was written by Melvin Levy and directed by John Brahm. Harold Swanton created the original characters and story setting.

Sponsor of "Buckskin" is The Pillsbury Company, and the agency is Leo Burnett Company, Inc.

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NBC-New York, 11/18/58

CREDITS FOR 'BUCKSKIN' ON NBC-TV NETWORK

SERIES TITLE:	"Buckskin."
TIME:	NBC-TV Network, Fridays, 7:30 p.m., EST.
ORIGINAL STARTING DATE:	July 3, 1958.
CURRENT SERIES STARTING DATE:	Oct. 10, 1958.
FORMAT:	The story of 10-year-old Jody and his mother, Mrs. Annie O'Connell, who runs a boarding house in a Montana frontier town in the '80s.
CAST:	Jody.....Tommy Nolan Mrs. O'Connell....Sallie Brophy Marshall Sellers..Michael Road
PRODUCER:	Robert Bassler.
WRITERS AND DIRECTORS:	Various.
CHARACTERS CREATED BY:	Harold Swanton.
MUSIC SUPERVISOR:	Joseph E. Romero.
SOUND:	Melvin H. Metcalfe, Sr.
ORIGINATION:	Filmed at Revue Productions, Inc. for The Betford Corporation (Hollywood)
SPONSOR:	The Pillsbury Company.
AGENCY:	Leo Burnett Company, Inc.
NBC PRESS REPRESENTATIVE:	Leonard Meyers, New York, and David Smith, Hollywood.

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NBC-New York, 11/18/58

NBC RADIO NETWORK WINS A SAFETY COUNCIL AWARD
FOR 'EXCEPTIONAL SERVICE TO FARM SAFETY'

The NBC Radio Network has won a National Safety Council 1957-58 Public Interest Award for "exceptional service to farm safety."

The award was presented for the Network's activities in connection with the 15th annual National Farm Safety week in July, 1958, and for service to farm safety during the preceding 12-month period.

(The NBC Radio Network's farm features include "This Farming Business," Saturdays, 8 a.m., EST, and "The National Farm and Home Hour" Saturdays, 12 Noon, EST.)

ALTHEA GIBSON TO DISCUSS "WOMEN'S NEED FOR RECOGNITION"

Althea Gibson, amateur tennis champion and author of a recently-published autobiography titled "I Wanted to Be Somebody," will join Dr. David Abrahamsen, New York psychiatrist and psychoanalyst, in a two-part discussion of "Women's Need for Recognition" on NBC Radio's "Family Living '58" program Wednesdays, Nov. 26 and Dec. 3 (10:05 p.m., EST).

Arlene Francis will return to the program as weekly moderator Nov. 26 after a two-month leave. The TV star recently opened on Broadway in "Once More, with Feeling."

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NBC-New York, 11/18/58

JACK TRACY
ROOM 320

2 COPIES X-H

NBC COLOR TELEVISION NEWS

November 19, 1958

SEVEN STARS TO PERFORM IN 'HALLMARK CHRISTMAS TREE' COLORCAST OF PANTOMIMES ON ICE, DRAMA AND MUSIC FOR YULETIDE

- - -

Ralph Bellamy, Carol Channing, Maurice Evans, Tom Poston, Cyril Ritchard, William Shatner, Jessica Tandy Head Cast

Seven stars -- five of them with names currently twinkling on Broadway marquees -- will be prominent in the cast of "The Hallmark Christmas Tree," a special Yuletide colorcast entertainment created by writer Helen Deutsch for presentation by "Hallmark Hall of Fame" on the NBC-TV Network Sunday, Dec. 14 (7-8 p.m., EST).

They are Ralph Bellamy, Carol Channing, Maurice Evans, Tom Poston, Cyril Ritchard, William Shatner and Jessica Tandy. Margaret Hamilton and Hiram Sherman have been signed for featured roles.

Pantomimes on ice, light as well as serious dramatic segments, and music will be featured on the show. Among the highlights:

Miss Channing and Cyril Ritchard will team to provide fun on skates in a pantomime titled "Christmas Day in the Park."

Maurice Evans, making his first appearance of the season on "Hall of Fame," will appear in the Nativity episode drawn from St. Matthew and St. Luke.

(more)

Jessica Tandy and Margaret Hamilton will be seen in a drama titled "The Miracle of the Orphanage."

Ralph Bellamy and William Shatner will be in "Light One Candle," another teleplay.

Tom Poston and Hiram Sherman will head the cast of "Before the Stores Close."

All of the Christmas show's ice pantomimes and teleplays are by Miss Deutsch. Kirk Browning will be the director and Jonathan Lucas the choreographer. The show, a Milberg Production, will be produced by Mildred Freed Alberg, with Robert Hartung as associate producer.

The musical score, featuring gay carols sung by a mixed choir, will be conducted by Franz Allers. Jan Scott is designing the sets.

Announcing "The Hallmark Christmas Tree," Mrs. Alberg said that Miss Deutsch has created "an entirely fresh and arresting approach to Yuletide entertainment," and added that the "Hall of Fame" hopes to continue the unusual programming idea in future years as its annual December offering.

Commenting on the show the author, Miss Deutsch, said, "We've read that the Christmas tree has sociological and historical and even psychiatric significance. But it is also just something wonderful to look at, bauble by bauble, with each evoking an image or an idea or a fantasy of some sort. We're going to try to get a little of that on the TV screen."

(more)

[illegible]

Ralph Bellamy is currently starring on Broadway in "Sunrise at Campobello," Tom Poston in "Drink to Me Only," Cyril Ritchard in "The Pleasure of His Company," Jessica Tandy in "The Man in the Dog Suit" and William Shatner has the male lead in "The World of Suzie Wong." Margaret Hamilton is in "Goldilocks."

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NBC-New York, 11/19/58

100-ANNOUNCEMENT CAMPAIGN FOR WRIGLEY'S GUM ON NBC RADIO

The William Wrigley Jr. Company, for Wrigley's Spearmint Chewing Gum, has purchased a schedule of approximately 100 announcements to be run during the first three weeks of December on the full NBC Radio Network, it was announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales. The order was placed through Arthur Meyerhoff and Company of Chicago.

NBC'S MATTHEW J. CULLIGAN, ATTENDING DISC JOCKEY FESTIVAL, WILL DISCUSS NETWORK RADIO'S FUTURE ROLE IN NEWS COVERAGE

Network radio's role in reporting worldwide news developments during the next decade will be discussed by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, at the seventh annual Country Music Disc Jockey Festival in Nashville, Tenn., on Friday, Nov. 21.

As a demonstration of the ability of a radio network to link distant points instantaneously, a special closed circuit broadcast will be made to the festival from three foreign capitals. NBC News correspondents stationed in London, Bonn and Tokyo will report the influence of country and Western music on people in England, Germany and Japan. Morgan Beatty, speaking from New York, will introduce the correspondents.

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NBC-New York, 11/19/58

BROADDUS JOHNSON JR. JOINS NBC RADIO NETWORK'S SALES STAFF

Broaddus Johnson Jr. has joined the NBC Radio Network's sales staff, it was announced today by William F. Fairbanks, National Sales Manager of the NBC Radio Network.

Before coming to NBC, Johnson was with Paul H. Raymer Co., national radio and television representatives in New York, which he joined in 1953. Before that, he was an account executive at Young and Rubicam from 1948 to 1953. After service as a first lieutenant in the Army Air Corps during World War II, he was graduated from Yale University in 1948. He lives with his wife and three children in Bedford, N. Y.

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NBC-New York, 11/19/58

NBC FEATURE

November 19, 1958

NBC NEWSROOM IN NEW YORK MOVES TO NEW LOCATION WITHOUT MISSING A NEWSBEAT

NBC News has completed the largest logistical operation in its history without missing a newsbeat.

At precisely 10:03 p.m., EST, Friday night (Nov. 14), the burgeoning New York newsroom at 30 Rockefeller Plaza was transferred -- without a hitch -- from its old quarters adjacent to Radio Central to contiguous operation with the administrative division.

The gigantic transfer of men and machines had to be carried out with split-second provision to avoid even a momentary interruption of NBC News' worldwide communications facilities. The battle plan, under the direction of administration manager Leslie Vaughan, charted the exodus move for 75 newsmen, scores of telephones, an entire battery of AP, UPI and Reuters newsprinters, Western Union tickers, and newsphoto transmitters.

Reasons for the move were twofold:

(1) NBC's videotape operation -- now centralized on the fifth floor -- needed many more square feet of working room for its expanding facilities.

(2) In addition to the obvious advantages of consolidating the entire New York news staff -- writers, deskmen, correspondents and commentators, and administrative staff -- in the same area, new ventures by NBC News, such as the "NBC Kaleidoscope" TV series, made more space a must.

(more)

Technicians from the telephone company, all wire services and maintenance men and electricians from NBC -- 75 strong -- were on hand Friday night for Operation Big Switch. The telephone changeover was made by installing duplicate units in the new quarters -- Room 520 -- and, at 10:03 p.m., EST, throwing the switch that rang out the old, rang in the new.

With the wire service printers, the operation became a news version of musical chairs. With only one spare unit on hand, one printer at a time was disconnected from the old newsroom, and the spare unit took over the operation until the ticker-in-transit was installed. This was repeated until each printer was safely in place.

Now being constructed as the focal point of the new operation is a central news desk, featuring a giant telephone turret, giving the deskman instantaneous contact with every member of NBC News' worldwide staff. The desk, designed by NBC's Ted Cooper, will be ready for use Friday (Nov. 21).

In the planning stage is a new "interrupt studio" in the new quarters, where on-the-air programs may be broken into for news flashes. The "interrupt studio" is made necessary since the newsroom is no longer adjacent to Radio Central.

In the same vein, the glass wall of the tape room -- where radio spots from NBC News' domestic and foreign correspondents are recorded -- will soon have a door cut through. This will simplify the task of the deskmen, who now have to make the long trek around Radio Central in a big hurry. The current situation has led one harried newsman to post a crudely lettered sign outside Room 520: "The only newsroom that's fit to sprint."

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NBC-New York, 11/19/58

CAST AND CREDITS FOR "THE EMPEROR'S NEW CLOTHES" TUESDAY, NOV. 25
ON "SHIRLEY TEMPLE'S STORYBOOK" OVER NBC-TV NETWORK

TIME:	Tuesday, Nov. 25, 8 to 9 p.m., EST.
STORYTELLER:	Shirley Temple.
STARS:	Eli Wallach, Sebastian Cabot, Richard Haydn, Pernell Roberts, Barbara Lord and Yale Wexler.
PRODUCTION BY:	Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.
PRODUCER:	Alvin Cooperman.
DIRECTOR:	James Neilson.
TELEPLAY BY:	Norman Lessing.
BASED ON STORY BY:	Hans Christian Andersen.
THEME SONG BY:	Mack David and Jerry Livingston.
MUSIC COMPOSED AND CONDUCTED BY:	Leigh Harline.
COSTUME DESIGNER:	Gwen Wakeling.
ART DIRECTOR:	William Flannery.
DIRECTOR OF PHOTOGRAPHY:	Henry Freulich, A. S. C.
SPONSORS:	John H. Breck Co., Inc; Hills Bros. Coffee Inc.; and the Sealtest Division of National Dairy Products Corp.
AGENCY:	N. W. Ayer & Son, Inc.
PREEMPTS THIS DATE ONLY:	"The Eddie Fisher Show."
NBC PRESS REPRESENTATIVES:	Norm Frisch, Hollywood; Betty Lanigan, New York.

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(more)

CAST

Simon.....Eli Wallach

The Emperor.....Sebastian Cabot

Prime Minister.....Richard Haydn

Count Despard.....Pernell Roberts

Princess Sophy.....Barbara Lord

Prince Nils.....Yale Wexler

Child.....Micky Maga

First Tailor.....James Horan

Second Tailor.....James Lanphier

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NBC-New York, 11/19/58

NBC TRADE NEWS

2 COPIES X-H

November 20, 1958

INDUSTRY'S GREATEST NEED IS FOR NEW IDEAS IN PROGRAMMING, SALES AND ADVERTISING, NBC RADIO'S GEORGE A. GRAHAM JR. STATES AT NEW ENGLAND BROADCAST EXECUTIVES' "NBC DAY" OBSERVANCE

The greatest need in broadcasting today is for new ideas -- in programming, sales and advertising -- George A. Graham Jr., Director of NBC Radio Sales Planning, told the New England Broadcast Executives Club today at its "NBC Day" observance in Boston.

"I am extremely proud to be associated with a radio network where the emphasis is on new ideas," he said. Describing NBC Radio's "Monitor" as a bold idea, representing a complete departure from tradition, he said "Monitor" has become "the most commercially successful program in all of network radio."

Mr. Graham also cited the NBC "Hotline," the NBC Radio "National-Local Plan," "Imagery Transfer" and "Memory-Vision" as successful new ideas developed by the NBC Radio Network.

"One idea that a great many of us at NBC Radio have been working with has been prompted by our daily contact with business and advertising men," he said. "In talking with these people, we discovered that they constantly referred to their customers as buyers of their products. Obviously, the customer is also the consumer or user of the product or service. Perhaps too little attention is given to the 'user' side of the customer."

(more)

"Engineered Circulation" -- another new idea generated by NBC Radio -- is a way to accelerate the rate of consumption of certain products, once they have been purchased, so that re-purchase takes place sooner, he said. For example, he said, not only should the manufacturer of cake mixes use radio announcements during morning shopping hours to stimulate the housewife to buy his product, but he should also use radio commercials in the afternoon to suggest that she use the cake mix when she prepares dinner.

"Or, take automotive products," he said. "Men are more car-minded on weekends than at any other time. What better time can there be to suggest an oil change, a new set of tires, a battery than on the weekend when a man is in his car, listening to his radio.

"Most good companies today have equal facilities and trained employees. They have learned how to produce their goods efficiently, how to distribute them, how to sell them. But hand in hand with manufacturing and selling more of their product must go a method of boosting consumption of their product. We think this requires a new approach in advertising -- advertising that puts a premium on timing during the period of maximum usage. Radio, by all odds, is best suited for this purpose."

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NBC-New York, 11/20/58

[illegible] the rate of consumption of [illegible] have been purchased, so that [illegible] advertising. For example, he said, not only [illegible] of radio where our radio announcements [illegible] of basis to stimulate the housewife to buy his product, but he also use radio commercials in the afternoon to suggest that she make his [illegible] purchase dinner.

"So, take automotive products," he said. "Man are [illegible] necessarily then to buy automobiles. What better time can there [illegible] an oil company, a manufacturer of tires, a battery [illegible] when a man is in his car, listening to his radio.

"Most good companies today have equal [illegible] and [illegible]. They have learned how to produce their goods efficiently, distribute them, bid to sell them. But hand in hand with [illegible] and selling more of their product must go a methodical [illegible] consumption of their product. We think that requires [illegible] in advertising--advertising that puts a premium on [illegible] the period of instant gratification. Radio, by all odds, is best [illegible] for this purpose."

NBC COLOR TELEVISION NEWS

November 20, 1958

'THE GREAT LEAP FORWARD'--DOCUMENTARY ON RED CHINA--
TO BE PRESENTED BY NBC NEWS IN JAN. 4 COLORCAST

NBC News will present the first definitive television report from Red China, "The Great Leap Forward," a color documentary film shot by John Strohm, first American correspondent to enter Red China with U. S. State Department permission since the Korean War. Strohm's report, for which he spent the month of September, 1958, traveling through Red China, will be presented in color and black-and-white Sunday, Jan. 4 (NBC-TV Network, 4:30-5 p.m., EST).

The program will be a study of "the great leap forward" in Communist China's agriculture and industry, and how education, the church and a concerted nationwide anti-American propaganda campaign are used to spur "the great leap forward."

Strohm's report will emphasize how Red China's industry must still be capitalized by agriculture, with 500,000,000 of the country's 640,000,000 people working on the land. The anti-American campaign, which is carried out even in the lowest collective farms, will be shown as the primary impetus for "the great leap forward."

Strohm, who 12 years ago was the first correspondent to travel freely and shoot pictures in Russia, will narrate the color film. NBC News Tokyo correspondent Cecil Brown will provide additional commentary.

"The Great Leap Forward" is being produced by Chet Hagan.

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JAZZ AFICIONADOS WILL GET THEIR WISH: BACKGROUND MUSIC TO 'PETER GUNN' TELECASTS TO BE ISSUED IN LP ALBUM

A long-playing record album, "The Music of Peter Gunn," composed, arranged and conducted by Henry Mancini, music director of "Peter Gunn" (NBC-TV Network, Mondays, 9 p.m., EST) will be released by RCA Victor in January. The album, in stereophonic hi-fi sound, will be made up of the background music from the mystery-adventure series which stars Craig Stevens in the title role.

Thousands of letters have been received by the producers of the show and by NBC-TV requesting information on obtaining recordings of Mancini's progressive jazz background music. The album is the answer to the requests -- and the titles of the tunes contained in the record are almost as "far out" as the music itself. A list of titles includes: "The Brothers Go to Mother's," "Profound Gass" "Session at Pete's Pad," "Not from Dixie," "Fallout," "The Floater," "Soft Sounds," "Dreamsville," "Sorta Blue," "Slow and Easy," "Brief and Breezy" and -- of course -- the theme "Peter Gunn."

Jazz aficionados will recognize many of the names in the 12-man combo which plays Mancini's "Peter Gunn" music. They include Dick and Ted Nash, Pete Candoli, Jack Sperling, Ronnie Lang, John T. Williams and Vic Feldman. The music has been described as "angular, modern, jazz rhythms -- contemporary music for a contemporary show."

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NBC-New York, 10/20/58

BANTAM BOOKS' "BAT MASTERSON" PAPERBACK IS BASIS OF COOPERATIVE CAMPAIGN BETWEEN PUBLISHERS AND NBC EXPLOITATION DEPARTMENT

A new paperback book entitled "Bat Masterson" has just been released nationally by Bantam Books, Inc., and through a cooperative arrangement between the publishers and the NBC Exploitation Department will be used to give exploitation and promotional support to the NBC-TV Network's "Bat Masterson" series (NBC-TV Network, Wednesdays, 9:30-10 p.m., EST).

The NBC Exploitation Department, under Al Rylander, Director, is sending copies of the book -- which has direct NBC-TV Network credits on the cover -- to stations carrying the program. The book is part of a kit which also contains station-break announcements, slides and posters for the TV show.

Bantam Books, in support of the new release, which will have a distribution of 100,000 copies, has sent more than 5,000 brochures to book wholesalers across the country, has sent notices to 1,500 book reviewers and book trade publications, and is providing their staff of 400 field men with posters, slides and press releases. Also, advertisements for the "Bat Masterson" book are being carried in two other Bantam releases with a total circulation of more than 500,000.

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NBC-New York, 11/20/58

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 21, 1958

'TEN LITTLE INDIANS'--TELEPLAY BASED ON AGATHA CHRISTIE MYSTERY--TO BE PRESENTED ON NBC-TV NETWORK UNDER REXALL DRUG SPONSORSHIP

- - -

Nina Foch, Barry Jones and James Donald Have Starring Roles

Agatha Christie's renowned wizardry in the field of murder mystery will be demonstrated on the NBC-TV Network with a full-hour presentation of "Ten Little Indians" Sunday, Jan. 18, 7-8 p.m., EST. The teleplay will be adapted by Phil Reisman, Jr. from Miss Christie's best-selling novel, "And Then There Were None."

Rexall Drug, Inc., through Batten, Barton, Durstine and Osborn, Inc., will sponsor the special program, which will originate live from New York.

Nina Foch and Barry Jones will be starred and James Donald will appear as special guest star.

"And Then There Were None" first appeared in this country in serialized magazine form in late 1939 and early 1940. It was published as a book in 1940.

The story concerns 10 persons who are summoned mysteriously to an island off England. One by one, the people disappear until there are only two left. As each disappears, an Indian figurine on the mantle in the living room is toppled in an unknown manner.

Alex March will be the producer and Paul Bogart the director of "Ten Little Indians." Renee Valente is the associate producer and Duane McKinney (who designed the mammoth island setting for "Swiss Family Robinson" over the NBC-TV Network) will do the sets.

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NBC'S WILLIAM S. HEDGES HONORED BY BROADCAST PIONEERS

William S. Hedges, Vice President, General Services, of the National Broadcasting Company, was the recipient of a surprise award yesterday from the Broadcast Pioneers Club at a luncheon-reception of the organization's New York Chapter at the Sheraton-East Hotel.

Mr. Hedges has served for many years as chairman of the Broadcast Pioneers awards committee and personally bestowed many honors on prominent industry figures. But in a change of procedure yesterday, he found himself the recipient of a gold ruby-set pin for his own contributions to radio and television.

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NBC'S DON DURGIN TO SPEAK AT RADIO-TV EXECUTIVES SEMINAR

Don Durgin, Vice President, National Sales Manager, NBC Television Network, will be the speaker at the Radio and Television Executives Society Time Buying and Selling Seminar on Tuesday, Nov. 25. The subject of Mr. Durgin's talk will be "A Broadcaster Looks at his Industry." The luncheon-meeting will be held in the Hotel Lexington, New York.

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NBC-New York, 11/21/58

NBC NEWS' CHET HUNTLEY WILL BE GUEST OF HONOR
AT NIEMAN FELLOWS DINNER IN BROOKLINE, MASS.

NBC News reporter and commentator Chet Huntley will be guest of honor at the 18th annual Nieman Fellows dinner given Thursday, Dec. 4 by the Brotherhood of Temple Ohabei Shalom in Brookline, Mass.

The Brotherhood, in announcing the event, stated that it will "pay its respects to and honor publicly the National Broadcasting Company for its integrity in news coverage, and in particular, a sterling exponent of its news commentary, Chet Huntley."

Nieman Fellowships, awarded this year to 11 Americans and four foreign journalists, were established at Harvard University in 1938 by a bequest of the late Mrs. Agnes Wahl Nieman, in memory of her husband, Lucius W. Nieman, founder of the Milwaukee Journal. The bequest was made "to promote and elevate the standards of journalism in the United States and educate persons deemed especially qualified for journalism."

Meyer Stern, chairman of the Nieman Dinner, announced that Huntley's appearance would continue the Brotherhood's custom of honoring outstanding Americans. Among past recipients of citations from Temple Ohabei Shalom are James B. Conant, Richard J. Cushing, Helen Gahagan Douglas, Henry Cabot Lodge, Quentin Reynolds and W. Stuart Symington.

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NBC-New York, 11/21/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Nov. 30-Dec. 6 (All Times EST)

Sunday, Nov. 30

7:30-8 p.m. -- "Northwest Passage" - filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight's drama is "War Sign."

8-9 p.m. -- "The Steve Allen Show" - Steve's guests tonight are Pat Boone, Hildegarde, Don Adams and Augie and Margo.

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah is hostess tonight to Shirley Booth and Robert Cummings.

Monday through Friday, Dec. 1-5

2-2:30 p.m. -- "Truth or Consequences" - with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis" - with Fred Robbins as emcee.

Monday, Dec. 1

7:30-8 p.m. -- "Tic Tac Dough" - Win Elliot is host of this game program.

10-10:30 p.m. -- "The Arthur Murray Party" - Melvyn Douglas is one of the guests tonight.

Tuesday, Dec. 2

8-9 p.m. -- "The George Gobel Show" - Charles Laughton and Gisele MacKenzie are tonight's guests.

Wednesday, Dec. 3

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-9:30 p.m. -- "Milton Berle Starring in the Kraft Music Hall" - Ella Fitzgerald is tonight's guest.

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Thursday, Dec. 4

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as host.

Friday, Dec. 5

8-9 p.m. -- "Ellery Queen" - a mystery series starring George Nader Tonight's drama is "The Diamond-Studded Typewriter."

Saturday, Dec. 6

1:15 p.m.- to conclusion --NBC-NCAA Football Game between Miami and Oregon at the Orange Bowl, Miami, Fla. (split network)

8-9 p.m. -- "The Perry Como Show" - Actress Pier Angeli is one of Perry's guests tonight.

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NBC-New York, 11/21/58

JACK TRACY
ROOM 320

2 COPIES X-H

NBC COLOR TELEVISION NEWS

November 24, 1958

HELICOPTER TO COVER TOURNAMENT OF ROSES PARADE AS HIGHLIGHT OF NBC-TV NETWORK'S COLORCAST OF NEW YEAR'S DAY EVENT

- - -

Aerial Views of Procession to Mark TV 'First'

A helicopter soaring over the Tournament of Roses Parade in Pasadena, Calif., on New Year's Day will bring the nation its first, spectacular airborne view of the 70-year-old event, which the NBC-TV Network will colorcast.

Viewers will see the brilliant spectacle from the pre-parade preparations in the staging areas at 11:30 a.m. EST to the final presentation of winning floats at approximately 1:30 p.m. EST.

Lovely TV star Betty White and NBC Newsman Roy Neal, who was widely praised for his outstanding coverage of the Cape Canaveral missile launchings, will be the commentators. John S. Davidson, a past president of the Tournament of Roses Parade who has been associated 20 years with the parade management, will provide authoritative comment on floats and parade sidelights.

Minute Maid Corp., through Ted Bates & Co., Inc., will sponsor the parade telecast.

To cover the parade in new, enlarged dimensions, NBC has introduced several innovations.

(more)

First, use of the helicopter. The special Bell 47-J craft will afford NBC-TV viewers a perspective never enjoyed before. Planned aerial shots from the 'copter will show the parade route in relation to the Rose Bowl itself and add many exciting angles on the outstanding units in the parade.

Second, special utilization of color video tape. While the live colorcast of the parade is going on, NBC will roll video tape of the most exciting floats passing by. Then, when the judges have announced the winning floats, the network will play back the taped portions, in color video tape, of the winning floats -- perhaps 15 to 30 minutes after they've gone by. This will be, incidentally, a network "first" on such utilization.

Third, a special half-hour live telecast to set the stage for what is to come. The staging areas at Pasadena where the parade is about to begin will be visited, and live cut-aways will go to the Rose Bowl in Pasadena and Sugar Bowl in New Orleans for pre-football game preparations (both to be presented later that day over the NBC-TV Network).

Fourth, better vantage points for the NBC-TV cameras. With the cooperation of Pasadena city officials, concrete light posts which had previously obstructed and restricted camera positions will be removed the morning of the parade and put back up that night.

NBC-TV's all-out coverage of the Tournament of Roses Parade fits into a full-day presentation of bowl events. The coverage will

(more)

First, one of the highlights. The special Rose Bowl [illegible]

[illegible] NBC-TV viewers a perspective never enjoyed before. Planned [illegible] which will view the parade route in relation to the float itself and add many exciting angles on the happenings o the parade.

Second, special utilization of color video tape. While the [illegible] of the parade is going on, NBC will roll [illegible] exciting floats passing by. Then when the judges have [illegible] the winning floats, the network will play back [illegible] in color video tape, of the winning floats -- perhaps 15 to [illegible] after they've gone by. This will be, incidentally, a "first" on such utilization.

Third, a special pull-down live telecast to get the scope [illegible] is to come. The staging areas of tomorrow's parade [illegible] begin will be visited, and live pick-ups will go to the [illegible] in Pasadena and Sugar Bowl in New Orleans for bowl-related celebrations (both to be presented later than the [illegible]).

Fourth, wider vantage points for the NBC-TV cameras. With [illegible] of Pasadena city officials, numerous light poles which [illegible] obstructed and restricted camera positions will be [illegible] the morning of the parade and put back up after that.

NBC-TV's all-out coverage of the Tournament of Roses parade [illegible] a full-day presentation of bowl events. The coverage will

(more)

last approximately seven hours, from the 11:30 a.m. pre-parade and pre-game telecast through the parade and both Sugar Bowl and Rose Bowl actual game telecasts. Here's the schedule:

11:30 a.m., EST -- Half-hour special to set the stage for parade and games.

12 noon, EST -- Tournament of Roses Parade in color from Pasadena.

1:45 p.m., EST -- Sugar Bowl game from New Orleans, La.

4:45 p.m., EST -- Rose Bowl game from Pasadena.

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NBC-New York, 11/24/58

NBC TRADE NEWS

November 24, 1958

'IT COULD BE YOU' SERIES, EMCEED BY BILL LEYDEN GETS THURSDAY NIGHT SPOT ON NBC-TV NETWORK

- - -

Pharmaceuticals, Inc., Is Sponsor of Comedy-Surprise Show

"It Could Be You" the comedy-surprise show which is a daytime feature on the NBC-TV Network (Monday through Friday, 12:30-1 p.m., EST), will be presented in an additional evening time spot -- Thursdays, 8:30-9 p.m., EST -- beginning Nov. 27. The audience-participation show -- a Ralph Edwards Production with Bill Leyden as master of ceremonies -- will be sponsored in the nighttime period by Pharmaceuticals, Inc., in place of "Concentration." Parkson Advertising Agency, Inc., is the agency for the sponsor.

The daytime "It Could Be You" series reached its second anniversary in June, 1958. The program was also presented in an evening time-spot last Summer.

Based on the element of surprise, the show is made up of stunts, sentimental or humorous reunions, anniversary observances and various comic surprises. One technique of the show staff is convincing studio audience members that the stunts are genuine "surprises." To this end, they have done such things as presenting a San Diego woman on the show with her own bathtub (which had been disconnected while she was on her way to the show in Hollywood) or shipping a piano to Hollywood all the way from Tyler, Texas.

(more)

Reunions of people long separated (in one case a brother and sister who had not seen each other for 22 years) is a highlight of the program. Other reunions of people with cherished objects (such as favorite rocking chairs, horse troughs or lawnmowers) have proved equally dramatic.

Sentiment frequently figures in the proceedings, but it is Bill Leyden's aim to see that laughter reigns. If tears do appear, he wants them to be tears of joy or amusement.

(NOTE: The daytime "Concentration" telecasts will continue Mondays through Fridays on the NBC-TV Network, 11:30 a.m.-12 Noon, EST.)

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CREDITS FOR "IT COULD BE YOU" THURSDAY NIGHTS ON NBC-TV NETWORK

TIME:	Thursdays, 8:30 to 9 p.m., EST, beginning Nov. 27.
EMCEE:	Bill Leyden.
ANNCR:	Wendell Niles.
FORMAT:	Audience-participation with seven segments designed as surprises and including guest appearances, comic stunts, anniversary gifts and greetings, and a reunion feature.
PRODUCTION:	A Ralph Edwards Production.
PRODUCER:	Steve Hatos.
DIRECTOR:	Stuart W. Phelps.
ORGANIST:	Ivan Ditmars.
WRITERS:	Jim Critchfield and Henry Hoople.
PRODUCTION ASSISTANTS:	Jerry Bowne, Grey Rank and Carl Frederick.
ORIGINATION:	NBC-TV Network Studios, Burbank, Calif.
SPONSOR:	Pharmaceuticals, Inc.
AGENCY:	Parkson Advertising Agency, Inc.
NBC PRESS CONTACTS:	Rol Gompertz (Hollywood); Betty Lanigan (N.Y.)

-----o----- NBC-New York, 11/24/58

HOME AUDIENCE TO GET 'JACKPOT' CHANCE
ON 'GROUCHO MARX - YOU BET YOUR LIFE'

Groucho Marx fans now have a chance to win money for what they have been doing "for free" these many years with NBC's long-reigning comedy quiz show, "Groucho Marx - You Bet Your Life" (NBC-TV Network, Thursdays, 10 p.m., EST; NBC Radio Network, Mondays, 8:05 p.m., EST).

Quizmaster Groucho Marx now phones a member of the home audience at random somewhere in the United States, in the event studio contestants fail to earn a shot at the jackpot question, to offer $1,000 if the home viewer can answer the question.

"Maybe this way we'll have a little more luck giving money away," says the moustachioed quizmaster. The "pay phone," as Groucho calls it, marks the fourth innovation in the past few years to be devised by producer John Guedel and his staff to give money away -- not necessarily more money, just more often.

Three years ago, the top money that a pair of contestants could win in the quiz was raised from $440 to $1,000. Last season the ceiling for the jackpot question was increased to $10,000. At the start of this season, an intermediate $5,000 jackpot query was added. And now comes the $1,000 "pay phone" question.

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NBC-New York, 11/24/58

STATION WNBZ TO BECOME AFFILIATE OF NBC RADIO NETWORK

Station WNBZ, Saranac Lake, N. Y., has signed an affiliation agreement with the NBC Radio Network, effective Jan. 1, 1959, it was announced today by Harry Bannister, Vice President in charge of Station Relations for the National Broadcasting Company.

WNBZ, owned by the Upstate Broadcasting Corporation, operated on 1240 kilocycles with 250 watts power. Jacques DeMattos is president and general manager.

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BRITISH LABOR MINISTER WILL 'MEET THE PRESS'

Iain Macleod, British Minister of Labor and the man most frequently spoken of as Prime Minister Macmillan's successor, will be the guest on "Meet the Press" Sunday, Nov. 30 (NBC-TV Network, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

The panel will include Max Freedman of the Manchester Guardian, A. H. Raskin of the New York Times, May Craig of the Portland (Me.) Press Herald and Ernest K. Lindley of Newsweek. The program will originate live in New York and will be moderated by Lawrence Spivak.

"Meet the Press" is a Public Affairs presentation of NBC News.

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NBC-New York, 11/24/58

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NBC-New York, 11/24/58

'THIS IS YOUR LIFE' SHOW TO BE TAPED AT PEARL HARBOR

On Monday, Dec. 1, Ralph Edwards and his production staff will tape the Wednesday, Dec. 3 "This Is Your Life" show (NBC-TV Network, 10 p.m., EST) in Pearl Harbor, Territory of Hawaii. The show, to originate on the site of the Dec. 7, 1941, Japanese sneak attack, is being produced in cooperation with the Committee for the Enshrinement of the Arizona.

MAGAZINE FEATURES "SHIRLEY TEMPLE'S SCRAPBOOK"

"Shirley Temple's Scrapbook," a collection of photographs tracing the career of the star of the NBC-TV Network's fairytale series, "Shirley Temple's Storybook," will be featured in the December issue of McCall's Magazine.

The five-page layout of photographs, selected by Miss Temple from her own collection, tells her story from her debut at the the age of three to her present role on NBC-TV. Pictures of her children, her own schooldays, her home life as a child and her 'teen years are shown, each with a personal comment by the star. The article recalls the 38 films in which Shirley Temple starred, her eighth birthday with 135,000 gifts and greetings from co-workers and fans, and the transition to the present-day suburban housewife, mother of three children, and astute businesswoman.

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NBC-New York, 11/24/58

"THIS IS YOUR LIFE" SHOW TO BE TAPED AT NAVAL HOSPITAL

On Monday, Dec. 1, Melvin Edwards and his production staff will tape the Wednesday, Dec. 3 "This is Your Life" show (NBC-TV Network, 10 p.m., EST) in Naval Hospital of Bethesda. The show, to originate on the site of the Dec. 7, 1941, Japanese bombs attack, is being produced in cooperation with the Committee for the Rehabilitation of the Arizona.

MAGAZINE FEATURES "SHIRLEY TEMPLE'S KINDERGARTEN"

"Shirley Temple's Kindergarten," a collection of photographs of the owner of the star of the NBC-TV network's nationally-popular "Shirley Temple's Storybook," will be featured in the Dec. issue of Redbook's magazine.

The five-page layout of photographs, selected by Miss Temple from her own collection, tells her story from her child as the star of three to her present role on NBC-TV. Captions of her own reminiscences, are those like a child and her teacher show, each with a personal moment in the star. The series covers the 22 years in which Shirley Temple starred, her birthday with 25,000 girls and greetings from President and the transition to the present-day mother-housewife, of three children, and active businessman.

CREDITS FOR MACY'S THANKSGIVING DAY PARADE
TELECAST ON NBC-TV NETWORK

STARTING TIME:	11 a.m. to 12 noon, EST, Thanksgiving Day, Nov. 27.
CO-EMCEES:	Bert Parks and Frank Blair.
STARS IN PARADE:	Robert Horton, George Montgomery, Dale Robertson, Dick Clark, Ginger Rogers, Russ Tamblyn, Benny Goodman and Sextet, Radio City Music Hall Rockettes, Dolores Hart, Johnny Jellybean, Richard Eyer, Ed Herlihy, Charles Ruggles.
PRODUCER:	Ed Pierce.
DIRECTOR:	Charles Christensen.
ASSISTANT PRODUCER:	Danny Webb.
WRITER:	William Welch.
MUSIC DIRECTOR:	Sammy Fidler.
UNIT MANAGER:	Edward Faught.
TECHNICAL DIRECTOR:	Jim Davis.
AUDIO:	Jim Smart.
ORIGINATION:	Front of Macy's Department Store, Herald Square, New York City.
NBC PRESS REPRESENTATIVE:	Joe Mehan, New York.

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NBC-New York, 11/24/58

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

NBC-TV NETWORK IN MAJOR STRENGTHENING OF EXECUTIVE SALES GROUP, PROMOTES THOMAS B. McFADDEN AND CHARLES R. ABRY TO NEW POSTS

For Release Wednesday a.m., Nov. 26.

Thomas B. McFadden, Vice President, NBC Spot Sales, has been promoted to the newly created position of Vice President, General Sales Executive, NBC Television Network, with direct responsibilities for the Eastern, Detroit, Los Angeles and San Francisco sales offices. The promotion was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

Mr. McFadden's promotion is effective Dec. 1, 1958. He will report to Don Durgin, Vice President, National Sales Manager, NBC Television Network Sales.

At the same time, Mr. Scott announced the promotion of Charles R. Abry, Manager of Eastern Sales, NBC Television Network, to the newly created position of General Sales Executive with responsibility for client contact in the Eastern and Detroit area. Mr. Abry's promotion is effective Dec. 1, 1958. He will report to Mr. McFadden.

In announcing the promotions, Mr. Scott said: "This major expansion and strengthening of our network executive sales group, with regional offices in New York, Detroit, Los Angeles and

(more)

San Francisco reporting to Mr. McFadden, will provide closer co-ordination of the company's overall sales effort."

Mr. McFadden, at 41, a veteran of more than 24 years service with NBC, joined the company in September, 1934. He was employed successively as a newswriter and Sports Editor for NBC before being called to active duty on Dec. 7, 1941, the day the Japanese attacked Pearl Harbor.

After his discharge from the Air Force in 1945 with the rank of captain, Mr. McFadden rejoined the news staff. In April, 1946, he was appointed Director of News and Special Events for WRCA (then WEAF). In 1947, he was appointed General Manager of WRCA, and in 1948 became the first General Manager of WRCA-TV (then WNBT).

Two years later, Mr. McFadden was transferred to KRCA (then KNBH) in Hollywood. In 1952 he was brought back to New York to reorganize and head NBC Spot Sales.

He was elected a Vice President of NBC on Dec. 3, 1954. Then on April 6, 1956 he became Vice President in charge of WRCA and WRCA-TV. He was promoted Vice President, NBC Owned Stations and Spot Sales, on Sept. 17, 1956.

Mr. McFadden, born in New York City, now lives with his wife and two sons in Upper Montclair, N. J.

* * *

Mr. Abry, born in New York City, joined the NBC Television Network as Eastern Sales Manager on Jan. 21, 1957, after resigning as national sales manager of ABC-TV.

(more)

[illegible] relationship existing in our business, and receive assistance of the company's overall sales effort.

Mr. Robinson is his a veteran of more than 25 years [illegible] with WBC, joined the company in September, 1954. He was [illegible] successively as a newsreader and [illegible] director for [illegible] radio station in Kansas City, Mo. In 1961, the day [illegible] seen [illegible] Pizza Hubbard.

Prior to a promotion [illegible] the sale of [illegible] in 1965 with the [illegible] of [illegible], he [illegible] national sales [illegible]. In [illegible], he was [illegible] director of [illegible] for [illegible] (Omaha [illegible]). In [illegible], he was [illegible] general manager of [illegible] in 1969 [illegible] the since general manager of [illegible] WHBF).

The [illegible] for Mr. Robinson are [illegible] in [illegible] (WBC) in [illegible]. In [illegible] he [illegible] how to [illegible] [illegible] [illegible] [illegible].

He has [illegible] a Vice President [illegible] on [illegible], 1974, [illegible] to [illegible] Vice President [illegible] [illegible] WBC-TV. He is [illegible] Vice President, [illegible] [illegible] Lucas, [illegible], 1976.

Mr. Robinson [illegible] in [illegible], [illegible] with [illegible] and [illegible] in [illegible].

* * *

Mr. Avery, [illegible] in New York City, joined the [illegible] [illegible] as [illegible] [illegible] on [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

Mr. Abry was Associate Publisher and General Manager of Young America Magazine from 1941 to 1946. He served next as a salesman with the DuMont Television Network (1947-1951).

He joined the ABC Television Network as a salesman in June, 1951, and the following November was named Eastern Sales Manager of ABC-TV. In February, 1953, he was appointed National Sales Manager.

Mr. Abry lives with his wife and five sons in Westport, Conn.

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NBC TRADE NEWS

November 25, 1958

NINE ADVERTISERS PLACE NEW ORDERS TOTALING $1,200,000 IN 'TODAY' AND 'JACK PAAR SHOW'

New orders from nine advertisers, totaling more than $1,200,000 in gross billings, have been placed with the NBC-TV Network's "Today" program and "The Jack Paar Show" during the past week, it was announced today by Jim Hergen, Manager, NBC Participating Program Sales.

Topping the new purchases are orders from the O-Cedar Corporation and the ReaLemon Puritan Company, each calling for 40 participations on "The Jack Paar Show." The O-Cedar order, for its sponge mops, was placed through the Turner Advertising Agency (Chicago) and is effective in February. The ReaLemon order was placed through Lilienfeld and Company (Chicago) and starts in late December.

Other advertisers placing orders and their agencies are:

Maremont Mufflers, for its auto mufflers, through Waldie and Briggs, Inc. (Chicago), has ordered 13 participation on "The Jack Paar Show" and 12 participations on "Today." Both campaigns will start in February.

The F. W. Fitch Company, for its hair preparations, through Cohen and Aleshire, Inc., has ordered 26 participations on "Today" starting immediately.

(more)

2 - New Orders

The H. J. Heinz Company, through Maxon, Inc., has ordered 13 participations on "Today" starting in January.

The American Agricultural Chemical Company, for its Agrico Fertilizers, through M. L. Grant, Inc., has ordered 13 participations on "Today" starting in March.

The York Corporation, for its air conditioners, through Donahue and Coe, Inc., has ordered 10 participations on "The Jack Paar Show" starting in March.

The E. R. Wagner Manufacturing Company, for its carpet sweepers, through Sid Stone Advertising, Inc., (Milwaukee), has ordered nine participations on "The Jack Paar Show" starting in February.

L. C. Forman and Sons, for its Piccalilli, through Henri, Hurst and McDonald, Inc. (Chicago), has ordered one participation on "Today."

("Today" is telecast Monday through Friday, 7-9 a.m., EST, and "The Jack Paar Show" Monday through Friday, 11:15 p.m.-1 a.m., EST.)

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NBC-New York, 11/25/58

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[illegible]

[illegible]

NBC TRADE NEWS

November 25, 1958

NEED FOR RETURN TO ADVERTISING FUNDAMENTALS IS STRESSED BY NBC'S DON DURGIN AT TIME BUYING AND SELLING SEMINAR

"The Need for a Return to Fundamentals," to clear up some of the confusion over the values of network television with which the national advertiser is beset, was stressed today by Don Durgin, Vice President and National Sales Manager of the NBC Television Network.

Mr. Durgin told members of the Time Buying and Selling Seminar of the Radio and Television Executives Society that a better understanding of such media fundamentals as ratings and cost efficiency measurements by agency and advertiser decision makers would cut through much of the confusion caused by lack of knowledge of TV fundamentals both inside and outside the industry.

In his address -- "A Broadcaster Looks at the Industry" -- before a Seminar luncheon at the Lexington Hotel, New York City, Mr. Durgin said, "It seems to me that the biggest need our modern marketers have today is the need to get back to fundamentals.

"I am afraid our very progress in media research has caused us to go farther away from advertising fundamentals and has contributed more to our confusion than to our better appreciation and command of the fundamentals.

(more)

"I believe that the fundamentals of advertising are just two: the power of mass audience and the power of the advertising idea. Either one alone can make a success; together, they virtually assure success," Mr. Durgin said.

"Now you may think when I say Fundamental No. 1 is the Power of Mass Audience that I have just stated what everybody knows and believes already. But I'm not so sure. Procter & Gamble believes it, but a great many other advertisers who say they believe it are so sophisticated (confused) as a result of all our media knowledge, conflicting research, etc., that they buy on the basis of a certain quality or characteristic of audience and miss the Mass Audience itself. What I mean is, they buy a different show or even a different medium because in following a research characteristic which intrigued them they lost sight of the No. 1 Fundamental: Mass Audience. Or more plainly: Maximum Delivered Audience (Circulation)."

"I believe," Mr. Durgin said, "that much media buying is done, perhaps unconsciously, the other way around. It is understandable because the attention in the last decade has been drawn to attempting to measure the secondary values more carefully."

Mr. Durgin pointed out that "a significant development in the buying of TV may have contributed to the trend away from the application of media fundamentals to the buying decision -- namely, the increasing dominance of the Program Department over the Media Department in most big TV-using agencies today.

"The Program-Media Department tug-of-war is being (or has been) won by the Program Department. This results sometimes in buying

decisions based less on media fundamentals than on subjective judgments. I'm not saying the media slide rule should be substituted for personal program evaluation and judgment. But I notice that many Program people get so fascinated in research measurements of 'secondary' values indicated by program 'test scores' and 'impact' ratings that more basic media values and fundamental data are sometimes overlooked."

Summing up his point, he said the advertiser who aims at the maximum delivered audience usually reaches more of any given market group than he would by aiming for it with a lower circulation special-appeal show.

Taking up his second fundamental, the power of the advertising idea, Mr. Durgin said its concept and execution were out of his province but that the creative and imaginative way in which media are purchased can often be as important as the copy platform or the central idea.

He concluded, "I believe more concentration on these fundamentals cannot help but result in more effective media buying and, incidentally, in less confusion for the advertiser."

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NBC-New York, 11/25/58

[illegible] cause lead on media fundamentally than on subjective judgments.

I'm not saying the media alone should be substituted for program evaluation and judgment. But I doubt that many [illegible] would be prepared to substitute measurements of [illegible] values similarly by program taste scores and impressions [illegible] than more basic media values and fundamental data are sometimes overlooked."

Summing up his point, he said the advertiser who aims at [illegible] delivered audience usually reaches more of any given [illegible] than he would by aiming for it with a lower frequencies [illegible] urgent show.

Taking up his second fundamental, the power of the advertiser idea, Mr. Duvall said the courage and conviction [illegible] value has been the creative and imaginative use in media [illegible] achieved can often be as important as the copy platform or the [illegible] idea.

He concluded, "I believe more concentration on these [illegible] would help the media to more effective media [illegible] and, in less quantity, for the advertiser."

NBC COLOR TELEVISION NEWS

HEADLINERS OF CURRENT BROADWAY HITS WILL PERFORM IN COLORCAST OF 'HALLMARK CHRISTMAS TREE'

Hallmark has cast its all-star Christmas show right from the marquees glittering on Broadway.

The special Yuletide colorcast entertainment, "The Hallmark Christmas Tree," was created by writer Helen Deutsch for presentation by "Hallmark Hall of Fame" on the NBC-TV Network, Sunday, Dec. 14 (7-8 p.m., EST). Its stars include Ralph Bellamy, Carol Channing, Maurice Evans, Tom Poston, Cyril Ritchard, William Shatner and Jessica Tandy, with Margaret Hamilton and Hiram Sherman.

Bellamy is now portraying the late Franklin D. Roosevelt in "Sunrise at Campobello" at the Cort Theatre.

Poston is in "Drink to Me Only" at the Adelphi Theatre.

Ritchard is starring in "The Pleasure of His Company" at the Longacre Theatre.

Miss Tandy is starring in "The Man in the Dog Suit" at the Coronet Theatre.

Shatner has the male lead in "The World of Suzie Wong" at the Broadhurst Theatre.

Miss Hamilton is in "Goldilocks" at the Lunt-Fontanne Theatre.

"The great advantage of producing live television from New York City is that we have wonderful Broadway performers to call on,"

(more)

Mildred Freed Alberg, executive producer of "Hallmark Hall of Fame," who is producing "The Hallmark Christmas Tree," said. "This time we've called on practically all of them."

The Christmas show will feature pantomimes on ice, light as well as serious dramatic segments, and music. Miss Channing and Cyril Ritchard will team on skates in "Christmas Day in the Park," a pantomime. Maurice Evans will narrate the Nativity from St. Matthew and St. Luke. Miss Tandy and Miss Hamilton will be seen in a drama titled "The Miracle of the Orphanage." Bellamy and Shatner will be in "Light One Candle," another teleplay. Poston and Sherman will head the cast of "Before the Stores Close." Franz Allers will conduct the musical score, which will feature gay carols sung by a mixed choir. Kirk Browning will be the director.

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NBC-New York, 11/25/58

November 25, 1958

250 DANCERS, SINGERS, MUSICIANS AND BACKSTAGE SPECIALISTS TO PARTICIPATE IN FIRST TELECAST OF FULL-LENGTH SHOW FROM RADIO CITY MUSIC HALL

More than 250 dancers, singers, musicians and backstage specialists will participate in television's first full-length show from the Radio City Music Hall in New York, when "NBC Kaleidoscope" presents "Showplace of the Nation" Sunday, Nov. 30 (NBC-TV Network, 5-6 p.m., EST).

The program will include highlights from the Music Hall's stage show as performed by its 36 Rockettes, its 32-member Corps de Ballet, its 60-piece orchestra and its currently featured dancers, Giselle and Francois Szony and Jack Beaber, and juggler Francis Brunn.

Among Music Hall staff members taking part in the presentation are R. V. Downing, president; Leon Leonidoff, senior producer; Russell Markert, director of the Rockettes; John Jackson, director of stage operations; Raymond Paige, music director; James Morcom, art director, and Frank Spencer, costume designer.

With Charles Van Doren as guide, the telecast will demonstrate how a Music Hall show is developed from the first production meeting through auditions and rehearsals to the final staging. Each step will be illustrated by a segment from the current stage show, "Masquerade."

(more)

The cameras will look into the vast Music Hall stage (144 feet wide, 66 feet deep) with its three elevators and giant turntable and with such special effects as a "steam curtain," a "traveling bandwagon" and a flying apparatus which keeps six ballerinas in the air simultaneously.

The Music Hall, with its 6200-seat playhouse, is the largest and probably the best known theatre in the world. With four shows a day, it plays to a total audience of some 8,000,000 a year.

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CREDITS FOR "SHOWPLACE OF THE NATION" ON "NBC KALEIDOSCOPE"

FORMAT:	How a stage show is born at the Radio City Music Hall in New York.
TIME:	NBC-TV, Sunday, Nov. 30, 5-6 p.m., EST.
HOST:	Charles Van Doren.
EXECUTIVE PRODUCER:	Ted Rogers.
PRODUCER:	John Goetz.
WRITER:	Hal Azine.
DIRECTOR:	Sid Smith.
UNIT MANAGER:	Claude Traverse.
TECHNICAL SUPERVISOR:	Warren Phillips.
ASSOCIATE DIRECTOR:	Marcia Kuyper.

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NBC-New York, 11/25/58

The camera will look into the Music Hall stage
[illegible] wide, 50 feet deep) with its three elevators and plane
[illegible]ble" are with such special effects as a "steam curtain," a
[illegible]ing backdrop" and a flying apparatus which bears six
[illegible]dans in the air simultaneously.

The Music Hall, with its 6500-seat auditorium, is the
[illegible]t and probably the best known theatre in the world. With four
[illegible] a day, it plays to a local audience of some 6,000,000 a year.

- - -

[illegible]DUCTS FOR "SHOWPLACE OF THE NATION" ON "NBC KALEIDOSCOPE"

[illegible]: How a stage show is born at the Radio City
Music Hall in New York.
NBC-TV, Sunday, Nov. 30, 4-6 p.m., EST.
Charles Van Doren.
[illegible]IVE PRODUCER: Ted Rogers.
[illegible]TR: Jane Goela.
[illegible]: Hal Ashby.
[illegible]OR: Sid Rubin.
[illegible]NAGER: Claude Trevorse.
[illegible]AL SUPERVISOR: Warren Hellman.
[illegible]ATE DIRECTOR: Merle Harper.

NBC-New York, 11/29/60

November 25, 1958

Attention, Sports Editors

NBC SPORTS INITIATES 'COACH OF THE YEAR' AWARD;
PAUL DIETZEL OF LSU IS FIRST TO BE HONORED

NBC Sports will initiate an annual "Coach of the Year" Award, and the first recipient will be Paul Dietzel, mentor of undefeated, Sugar Bowl-bound Louisiana State, it was announced today by NBC Sports Director Tom S. Gallery.

Coach Dietzel will receive the award -- an engraved wrist watch -- on NBC-TV Network's "Kemper Football Scoreboard" Saturday, Nov. 29 following the telecast of the Army-Navy classic. The presentation will be made by Russ Hodges and Otto Graham, commentators of the "Scoreboard" show.

The LSU coach since 1955, Dietzel went to Baton Rouge after two years as line coach at Army. His team was picked in pre-season forecasts to finish far down in this year's Southeastern Conference race, but the Tigers went undefeated in six conference contests and 10 games overall to capture the SEC crown, become the nation's number one team and gain a Sugar Bowl berth.

NBC's "Coach of the Year" was selected by a panel of sportscasters including Lindsey Nelson and Red Grange, announcers for the national and Eastern regional telecasts; Mel Allen and Curt Gowdy, who teamed up for the Big Ten regional TV games; Chick Hearn and Lee Giroux, who handled the Pacific Coast regional telecasts, plus Hodges and Graham.

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MGC 8 Gets Cultivated Woman Of The Year Award;
Paul Dotson Or Lou Is Going To Be Dropped

MGC Sports Exec Lucille Ball is named "Woman of the Year" and the first recipient will be Paul Dotson, member of wanted, Open Dial-Hood Isolation Team. It was announced today by Sports Director Tom . Holiday.

Dotson Dropped Out Producing the Award -- In Lucy's Watch -- On Ascot-Ty Wednesday Morning Because Tomorrow Cosmopolitan Lucy, Mon. 29 following the Takeover of the Ang-Ferry Gazette, Presentation will be made by Mike Ringer on Jack Tripoli, Director of the "Gardenhouse" show.

The LBJ Jackin Allen Lucy, Dietzel was to Denver Magic Street an Alto vector as Alog. His team has gloned in pre-season Lucy to finish far ahead to tell Jessie Mulholland Conference for the Tigers very competitive in all conference contests and are usual to capture the air crown, Dotson is nationally known and gets a bigger Jewel Detch.

Much "Queen of the Year" was achieved in a week of Greatness Jackson, Lucrecia Meier and Ann Dunnigan, producing the Ballard and Lucrecia equipment extremely not after an hard Comes up for the Big Ten required to guess, Quinn Ryan and Lee Ann Hamilton Mr Quinn Great Personal Company, plus Sodom

FILMS OF OVERSEAS EVENTS ARE SPED TO U. S. ON SAME DAY FOR TELECAST BY NBC NEWS

That same-day arrival in the U. S. of film of important overseas news events is now a routine matter of fact was dramatically illustrated by NBC News over the weekend.

On Sunday morning (Nov. 23), Rome cameraman Edmondo Ricci filmed ceremonies of Pope John XXIII taking formal possession of the Basilica of St. John Lateran, and put the film on the 2 p.m. (Rome time) jet plane for Paris.

In Paris, film shot Sunday of voting in France was added to the package and, at 6 p.m., Sunday (Paris time), the jet was winging across the Atlantic. The film arrived in New York at 9:30 p.m., EST, Sunday.

In practice, the new system will save a full 24 hours on newsfilm for the NBC-TV Network's "Today" show. Film arriving at 9:30 p.m., can easily be used early the next morning, whereas in pre-jet days it was delayed an extra day.

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NBC-New York, 11/25/58

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

November 26, 1958

SWEETS COMPANY OF AMERICA SIGNS AS A SPONSOR
OF 'JEFFERSON DRUM' AND 'HOWDY DOODY'

The Sweets Company of America, Inc., manufacturers of Tootsie Rolls, has signed as a sponsor of the NBC-TV Network's "Jefferson Drum" program (Thursdays, 7:30-8 p.m., EST) and "The Howdy Doody Show" (Saturdays, 10-10:30 a.m., EST), it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The Sweets Company will sponsor "Jefferson Drum," a Western drama series about a courageous newspaper editor fighting lawlessness in a gold-mining town of the 1850s, on alternate weeks starting Nov. 27.

The advertiser's order for "The Howdy Doody Show," the long-running favorite children's program, calls for the sponsorship of a quarter-hour of the show on alternate weeks starting Dec. 6. The Continental Baking Company sponsors the other half of "The Howdy Doody Show" every week.

Henry Eisen Advertising Agency represents the Sweets Company of America.

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RADIO STATION KIMA IN YAKIMA, WASH., WILL BECOME AFFILIATE OF NBC RADIO NETWORK

Radio Station KIMA in Yakima, Wash., has signed an affiliation agreement with the National Broadcasting Company, effective Monday, Dec. 1, it was announced today by Harry Bannister, NBC Vice President in charge of Station Relations.

KIMA, a 5,000-watt station operating on 1460 kilocycles, is owned by Cascade Broadcasting Company, Inc., and is directed by Thomas C. Bostic, vice president of the Company. William B. Hansen is general manager. The station will share its affiliation with CBS until Jan. 5, 1959, when it expects to carry a substantial majority of NBC programs.

"We are proud of KIMA's new affiliation with the NBC Radio Network, which exemplifies the continued importance of network radio programming from coast to coast," Mr. Bostic said. "KIMA's signal covers important agricultural areas in central Washington. The station is pleased to be able to bring its listeners NBC Radio's outstanding news and other programming."

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JACK PAAR TO VISIT INDIANAPOLIS AD CLUB

NBC-TV Network star Jack Paar will make a guest appearance at the Indianapolis Advertising Club luncheon Thursday, Dec. 4. Because of travel arrangements, Paar will not be on "The Jack Paar Show" Wednesday night, Dec. 3. Announcer Hugh Downs will be guest host that one night.

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NBC-New York, 11/26/58

NBC TELEVISION NEWS

November 26, 1958

NBC NEWS CORRESPONDENTS AND CAMERAMEN ON THE MOVE AROUND THE WORLD FOR UPCOMING TV FEATURES

NBC News correspondents and cameramen are being moved around the world like chessmen for a December assignment schedule that shapes up as the busiest of the year.

"Chet Huntley Reporting" (NBC-TV Network, Sundays, 6:30-7 p.m., EST) has five major projects on the fire. This coming weekend, Chet Huntley, associate producer Eliot Frankel, director James Kitchell and Chicago soundman John Dial fly to Laramie, Wyoming, to interview Senator-elect Gale McGee. This will be the third of three post-election programs on new faces in the Senate.

On their return from Laramie, Huntley and Kitchell part company, with the former returning to New York, and Kitchell heading for Cape Canaveral with another Chicago crew to set up the Dec. 21 "Chet Huntley Reporting." This will be the story of the busiest two weeks in Cape Canaveral's history and will include coverage of five scheduled missile firings. Kitchell, writer Bill Hill, and cameraman Bruce Powell will be joined by Huntley after the preparatory work is done.

The first week in December, Washington correspondent Herbert Kaplow and director George Murray head for South America for three separate "Chet Huntley Reporting" jobs -- Argentina's attempt to

(more)

recover from the Peron regime, the return to normalcy in Venezuela after elections, and a story on Brazil's capital. Cameraman will be Edmondo Ricci, flying over from NBC News' Rome bureau.

NBC Newsman Frank McGee, normally based in Washington, and two cameramen, Maurice Levy from Texas and Robert Blair from Atlanta, will be in Montgomery, Ala., Dec. 8 and 9, to cover hearings of the Civil Rights Commission, for a Sunday, Dec. 14 news special.

Producer Reuven Frank also has a shooting schedule for the Sunday, Jan. 25 "NBC Kaleidoscope" telecast on the Brookhaven atomic labs on Long Island. Huntley, director Jack Sughrue, and cameraman Thomas Priestley -- the trio which filmed the outstanding documentary on Lebanon for the Aug. 10 "Outlook" -- will handle this assignment.

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NBC-New York, 11/26/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Dec. 7 - 13 (All Times EST)

Sunday, Dec. 7

7:30-8 p.m. -- "Northwest Passage" -- filmed adventure series starring Keith Larsen, Buddy Ebsen and Don Burnett. Tonight's drama: "The Traitor."

8-9 p.m. -- "The Steve Allen Show" -- Steve's guests tonight are Joan Davis, Sugar Ray Robinson, The Hi Lo's, Andre Previn and comedian Leo DeLyon.

9-10 p.m. -- "The Chevy Show," starring Sid Caesar with guests Audrey Meadows, Paul Douglas, Dolores Gray and the Ted Scott Quintet.

Monday through Friday, Dec. 8 - 12

2-2:30 p.m. -- "Truth or Consequences," with Bob Barker as emcee.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as emcee.

Monday, Dec. 8

7:30-8 p.m. -- "Tic Tac Dough" quiz with Win Elliot as host.

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray welcome tonight Judith Anderson, Helen Gallagher and singer Enzo Stuarti.

Tuesday, Dec. 9

8-9 p.m. -- "The Eddie Fisher Show" -- with guests George Burns and Jane Powell.

(more)

Wednesday, Dec. 10

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-10 p.m. -- "The Jerry Lewis Show" -- Jerry's guests tonight are Harry James with six musicians from his band, and the San Diego Naval Base Band.

Thursday, Dec. 11

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host.

Friday, Dec. 12

8-9 p.m. -- "Ellery Queen" starring George Nader as the famous writer-sleuth. Tonight's mystery-drama: "Tough Cop."

Saturday, Dec. 13

8-9 p.m. -- "The Perry Como Show" -- Perry's guests tonight are Kate Smith, Andy Williams, comedian Joey Bishop and composer Harry Ruby.

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NBC-New York, 11/26/58

WILLY LEY TO LECTURE ON 'CONTINENTAL CLASSROOM'

Willy Ley, authority on rocketry and space travel, will be guest lecturer on the NBC-TV Network's "Continental Classroom" next week. He will speak on "Rockets" Wednesday, Dec. 3, and on "Satellites and Space Travel" Thursday, Dec. 4.

Ley, who is now teaching at Fairleigh Dickinson University at Madison, N. J., will appear at the invitation of Dr. Harvey E. White, the program's regular teacher. (Dr. White was previously announced as lecturer for Dec. 3 and 4.)

The college-level course in Atomic Age Physics is telecast coast-to-coast at 6:30 a.m. local time.

*****ON THE NBC NEWSBEAT*****

RESPONSE TO A 'STRANGER'

The Bureau of Indian Affairs in Washington has hired three extra clerks to sort the thousands of letters which have poured in since NBC News' probing study of the Indian, titled "The American Stranger." The Nov. 16 telecast, part of the new "NBC Kaleidoscope" series, pointed out many hitherto unpublicized injustices and cases of neglect in the American Indians' health, education and economic situations.

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NBC-New York, 11/26/58

RALPH EDWARDS AND 40 MEMBERS OF PRODUCTION CREW TO VISIT PEARL HARBOR TO TAPE 'THIS IS YOUR LIFE' SHOW

Ralph Edwards and 40 members of his production crew for "This Is Your Life" (NBC-TV Network, Wednesdays, 10 p.m., EST) will leave on Friday, Nov. 28 for Honolulu to tape the Wednesday, Dec. 3 "This Is Your Life" telecast. This program is being produced in cooperation with the Navy Department.

The special Pearl Harbor Day observance, to be taped on Monday, Dec. 1 for presentation on the network Dec. 3, will originate from the deck of one of the most famous warships in the U. S. Fleet. It will be one of the first television shows -- other than news -- to be done on videotape machines outside the continental limits of the United States.

The program will be highlighted by the appearance overhead of planes flying the exact route taken by enemy dive bombers in their Dec. 7, 1941, attack. The program will conclude with a parade of American warships.

In order to tape the show at Pearl Harbor, it was necessary to ship two of the 8,000-pound electronic tape machines, to Hawaii. Once the program is complete, the tape must be flown back to the United States for telecasting two days later.

The principal subject of the telecast will be a Congressional Medal of Honor winner, one of the many heroes of Pearl Harbor.

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NBC-New York, 11/26/58

MANY SPEAKERS AND DEMONSTRATIONS OF PRODUCTION GEAR TO VISIT THAT RADIOS BY DAY THIS IS Y-OU LIVE: NOW

Radio Theatre and TV members of Air production area for the Year Life' Radio-TV network Wednesday, 30 p.m., EST) will on Friday, Nov. 24 for showing in the Wednesday, Dec. the Year Life' Division. This program is being produced in from with the Army Department.

The special Point Radio day observance, to be broad on Dec. 1 for presentation on the network Dec. 3, will only have mark of one of the many famous numbers in the U. S. Diest. on one of the first television shows -- other than some of television musicians including the outstanding library of the stars.

The program will be highlighted by the appearance showing the Signal the award that- taken by many live famous in Radio 1941, always. The program will conclude with a tribute of to veteran.

In order to keep the show at their maximum, it was decided two of the 5,000-power electronic tube equipment, be used the program is totally, the tube most an clean much to the stated for broadcasting and home listen.

The principal speaker on the telecast will be a come- and Small in Home Wizard, one of his many heroes of Year

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NBC COLOR TELEVISION NEWS

ARLENE FRANCIS TO APPEAR AS HOSTESS ON COLORCAST OF 'AMAHL AND THE NIGHT VISITORS'

Arlene Francis, popular television and radio star, will appear as hostess for the ninth telecast of "Amahl and the Night Visitors" by the NBC Opera Company Sunday, Dec. 14 (NBC-TV Network colorcast, 5-6 p.m., EST).

Miss Francis, who is currently appearing in the Broadway hit "Once More With Feeling" will open the program by giving some of the background of how this famous Christmas opera came to be written by Gian Carlo Menotti.

Since the opera was first telecast by NBC on Christmas Eve, 1951, it has been performed well over 1,000 times in many countries of the world.

The cast of principals for the current production is the same -- except for Amahl -- that has performed it on NBC since its inception. Rosemary Kuhlmann is the mother, Kirk Jordan is Amahl, Leon Lishner is King Balthaser, Andrew McKinley is King Caspar, David Aiken is King Melchior and Francis Monachino is the page.

The performance will be conducted by Herbert Grossman and directed by John Schwartz. John Butler is choreographer and Samuel Chotzinoff is producer.

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NBC-New York, 11/26/58

JACK TRACY
ROOM 320

NBC TRADE NEWS

2 COPIES X-H

November 28, 1958

STATION KOMA IN OKLAHOMA CITY AFFILIATES WITH NBC RADIO NETWORK

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First Storz Station to Become a Network Affiliate

Affiliation of Station KOMA in Oklahoma City with the NBC Radio Network, effective immediately, was announced jointly today by Todd Storz, President of the Storz Broadcasting Company, and Matthew J. Culligan, NBC Executive Vice President in charge of the Radio Network.

KOMA, a 50,000 watt clear-channel station, operating on 1520 kilocycles, is the first Storz station to become a network affiliate. Storz Broadcasting Company received FCC approval for purchase of the station, formerly a CBS affiliate, last October 8th, and took over its operation November 20th. The Storz group includes: WQAM, Miami, Florida; WHB, Kansas City, Missouri; WTIX, New Orleans, Louisiana; and WDGY, Minneapolis, Minnesota.

Mr. Storz said the KOMA affiliation contract with the National Broadcasting Company was signed after an extensive study of radio programming service now available in Oklahoma City and the Southwest.

"Our study showed a need for a broad type of programming service both in the immediate Oklahoma City metropolitan area and the broad region covered by KOMA's maximum-power signal," he said. "We felt we could meet this need by melding the extensive programming facilities of a major network with programs tailored to the local and regional needs of this growing market.

(more)

"The answer was NBC Radio, the leadership network, with its national and international news, sports, music, entertainment, dramatic and public affairs programming, all of which we are anxious to carry. Together with the network schedule, we will continue to do the intensive type of local and regional job that has marked our stations' operations in other markets. We realize that to some extent this blending of two basic types of broadcast service is a new departure for the Storz Broadcasting Company. However, we consider it a logical programming and commercial move in an era of changing local, national and international concepts. The history of our station operation has been marked by flexibility. We believe this dramatic new step will keep pace with the policies of the Storz stations and the needs of this important market."

Mr. Culligan said: "NBC Radio applauds the forward thinking of Storz Broadcasting Company in its decision to add the unique advantages of network affiliation to its local and regional services. With its 50,000 watt clear-channel signal, KOMA covers the entire state of Oklahoma and reaches far into the fast developing Southwestern area. The new KOMA service will provide an important contribution to this area and to broadcasting itself. There has always been compatibility between network affiliation and leadership in a radio market."

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NBC-New York, 11/28/58

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[illegible]

[illegible]

November 28, 1958

Harry Bannister, NBC Vice President in charge of Station Relations, made the following statement today in connection with the change in NBC Radio Network affiliation in Oklahoma City, Okla.: "NBC has always cherished its association with the Oklahoma Publishing Company and with both E. K. and E. L. Gaylord. The relationship of WKY-TV and NBC is in no way affected by the change in radio which results only from varying operating philosophies on the part of WKY and the NBC Radio Network -- the sort of difference typical in a free economy. We leave WKY with respect and affection and look forward to many years of mutually advantageous affiliation with WKY-TV and KOMA in Oklahoma City."

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NBC SPOT SALES

News

November 28, 1958

RICHARD H. CLOSE PROMOTED TO DIRECTOR OF NBC SPOT SALES

Richard H. Close, Director of Represented Stations for NBC Spot Sales, has been promoted to Director of NBC Spot Sales, effective Monday, Dec. 1, it was announced today by P. A. (Buddy) Sugg, Executive Vice President, NBC Owned Stations and Spot Sales.

Mr. Close joined the National Broadcasting Company in October, 1933, and has been active in the Spot Sales Division for the past 20 years. He was appointed Director of Represented Stations for NBC Spot Sales in February, 1956.

Beginning his career with NBC as a page, he was advanced to the local sales traffic department in 1935 and to the National Spot Sales Traffic Department four years later. He was named Supervisor of the latter department in 1942. In May, 1943, he became Sales Service Manager for NBC Owned and Operated Stations, and Represented Stations, National Spot Sales Department. Later, he was promoted to account executive in the National Spot Sales Department.

Mr. Close was advanced to Manager of the National Spot Sales Department in May, 1950. The department separated its sales staffs for radio and television the following Nov. 1 and Mr. Close became Eastern Sales Manager for Radio. In September, 1951, he was

(more)

named Eastern Sales Manager for Television. He was promoted to National Manager for Represented Stations, NBC Spot Sales, in 1952.

A native of New York City, Mr. Close attended LaSalle Academy and Fordham University. He is a member of the New York Athletic Club, Radio and Television Executives Society, and the Broadcast Pioneers. He and his wife, Margaret, live in New York.

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November 28, 1958

NBC NEWS TO COVER ARMY'S MOONSHOOT ATTEMPT

NBC News will have cameras at Cape Canaveral, Fla., to cover the reported initial attempt of the Army to launch a moonshot early Saturday morning, Dec. 6.

If the launching is attempted during network programming hours, the NBC-TV Network will interrupt with a video-taped recording of the moonshot. Otherwise, the network will be kept open by NBC News with related film and commentary.

The National Aeronautics and Space Administration has given permission for camera coverage of preparations at the firing blockhouse and the launching pad prior to launching. These will also be video-taped and presented after the tape of the actual launching. NBC News correspondent Roy Neal will be the commentator and James Kitchell will direct.

If the moonshoot is successful, NBC News also will schedule a special wrapup report over the NBC-TV Network, Saturday, Dec. 6.

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The Area is under heavy pressure [illegible]

USC Area will have vacancies at some [illegible]. [illegible] after the required initial attempt at the Area is [illegible] commander may delegate [illegible] Form 1.

If the incumbent is scheduled during [illegible] working hours, the USC TV Director will immediately [illegible] face-to-face reporting of the incident. Alternatively, the [illegible] will be kept open by USC Area with [illegible] file and [illegible] immediately.

The National Coordinator and Area Coordinators [illegible] Area peacetime [illegible] of [illegible] [illegible] firing blindness and are issued [illegible] [illegible] [illegible]. These will also be cross-keyed and [illegible] [illegible] the type of the [illegible] [illegible]. [illegible] [illegible] [illegible] for that will be the [illegible] and [illegible] [illegible] [illegible].

If the [illegible] is [illegible], USC Area also will [illegible] a special [illegible] [illegible] [illegible] USC-TV [illegible] [illegible], Sec. 6.

WILLY LEY PREDICTS TV CAMERA IN ORBIT

There will be a TV camera in orbit next year, and the pictures it sends back to earth from its satellite will be picked up by specially constructed high-power receivers here.

Willy Ley, authority on rocketry and space travel, will make this prediction when he lectures on "Satellites and Space Travel" Thursday, Dec. 4 on the NBC-TV Network's "Continental Classroom." This will be his second appearance on the program. (He will speak on "Rockets" Dec. 3.)

The NBC college-level course in Atomic Age Physics, regularly conducted by Dr. Harvey E. White, is telecast coast-to-coast at 6:30 a.m. local time.

NBC-New York, 11/28/58

Will TV Improve if Cable is Used?

Steps will be taken in coming to grips with this, and the pictures is moving back or about from the available will be placed up by [illegible] and-
[illegible] [illegible] [illegible] been.

Only by, [illegible] [illegible] [illegible] and
[illegible] [illegible], will make this production [illegible] in
lectures on "Reliability and Home Energy" [illegible]
[illegible] on the ABC-TV Research's "Continental Crisis-
[illegible]." This will be the [illegible] [illegible] in this
[illegible]. (He will [illegible] on "Medicine" [illegible])

The ABC [illegible]-[illegible] [illegible] [illegible]
the Physics, [illegible] [illegible] by [illegible], [illegible] [illegible]
[illegible], is [illegible] [illegible]-[illegible] [illegible] [illegible]
[illegible] time.